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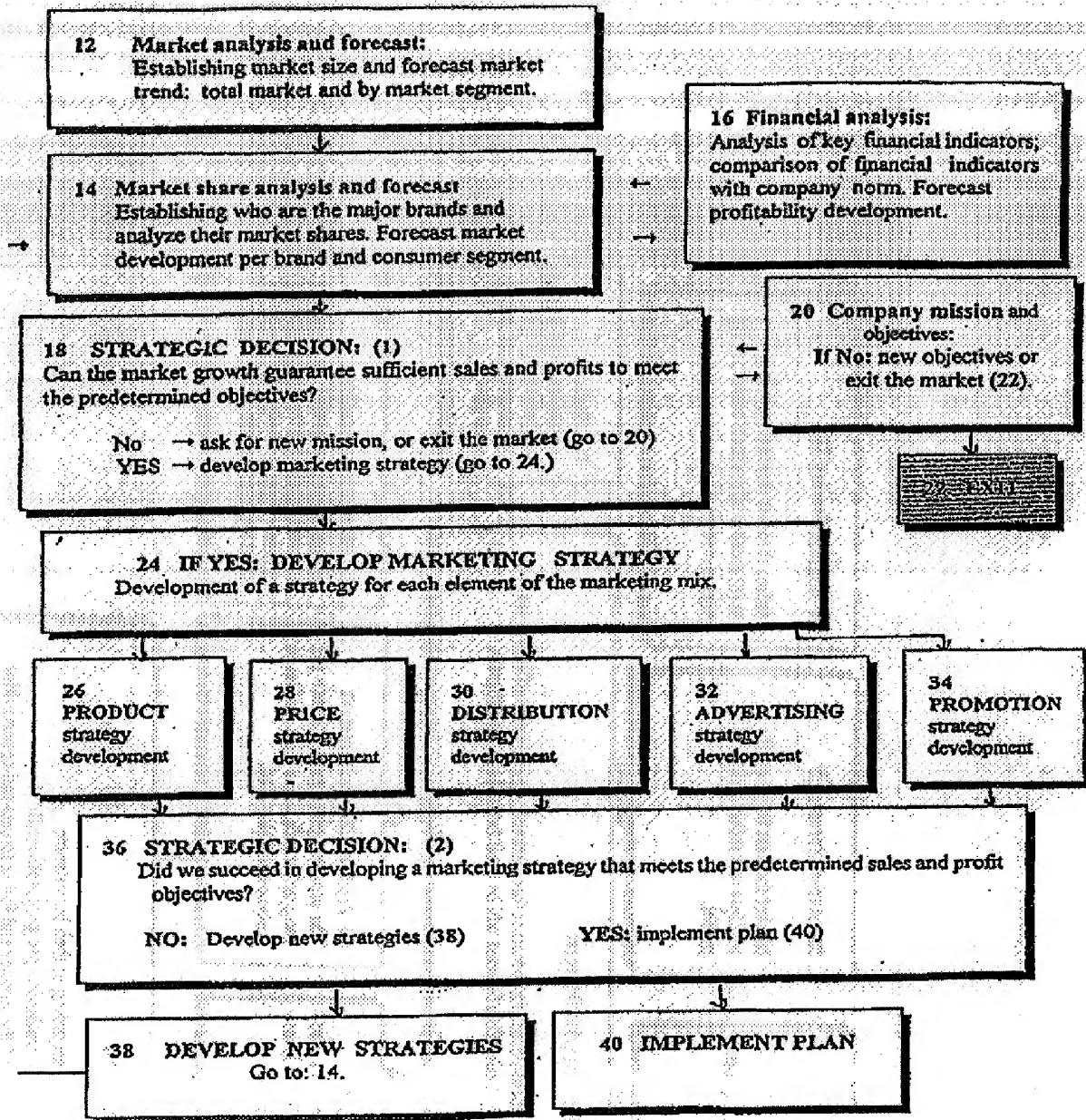


Fig. 1

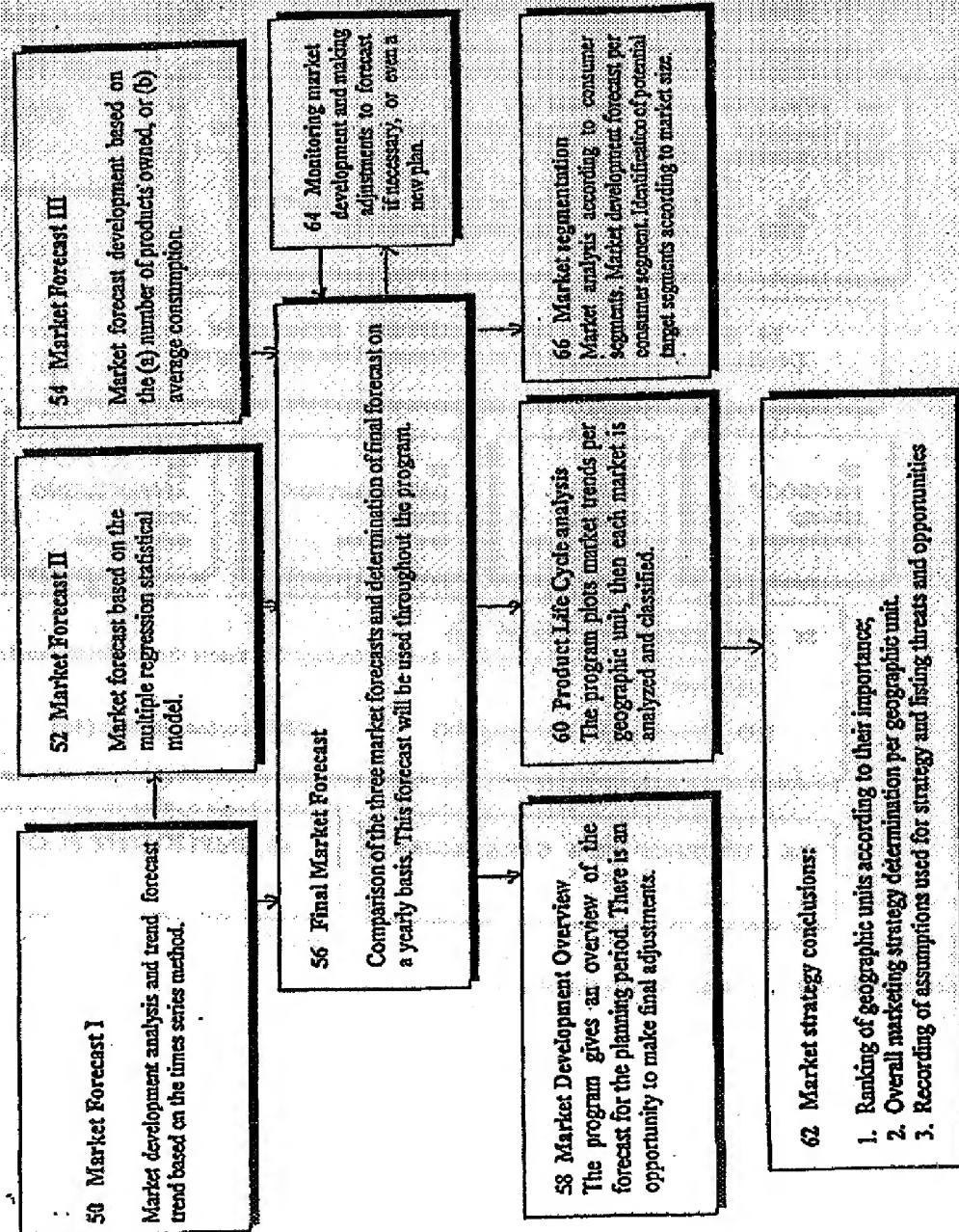


Fig. 2.

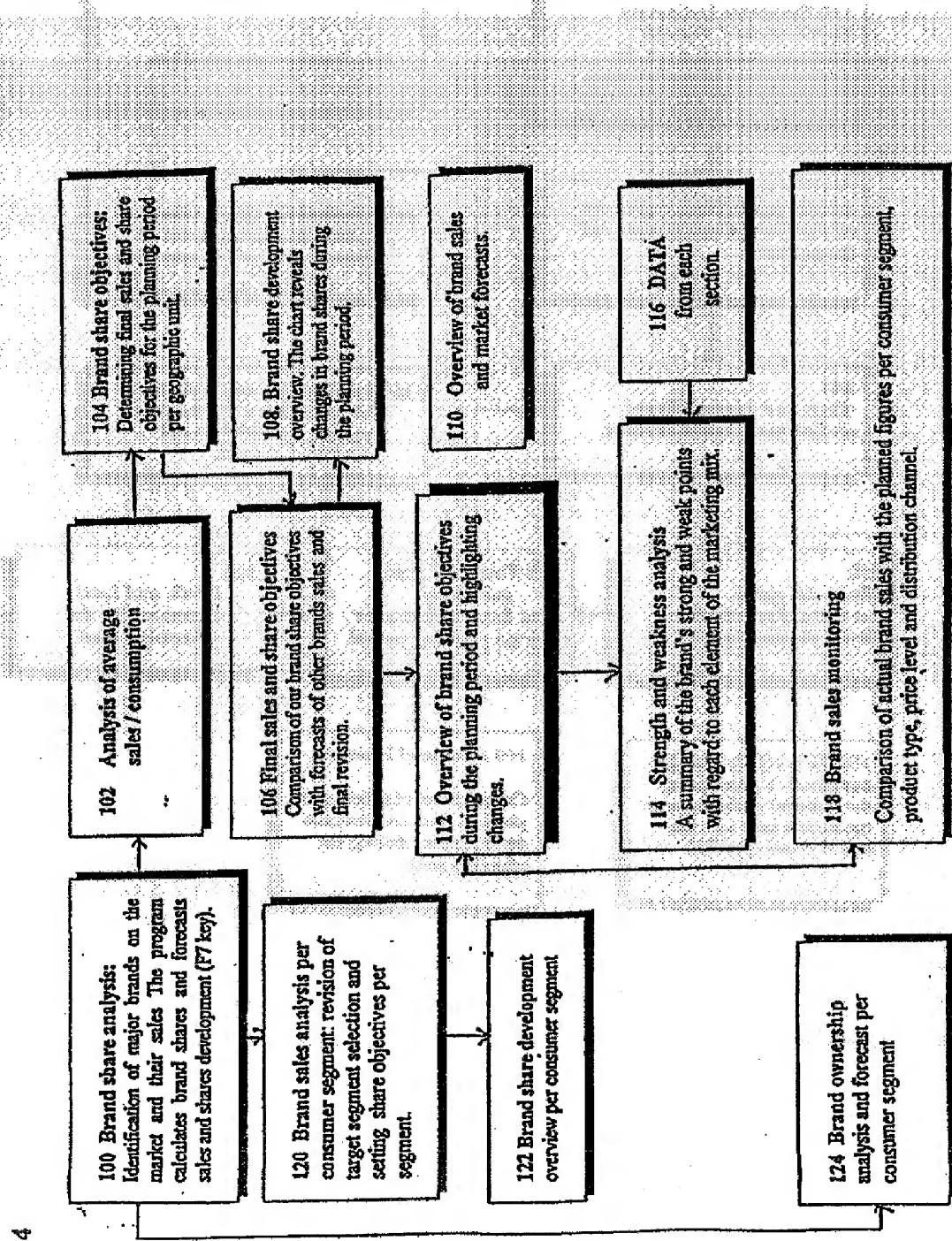


Fig. 3.

16

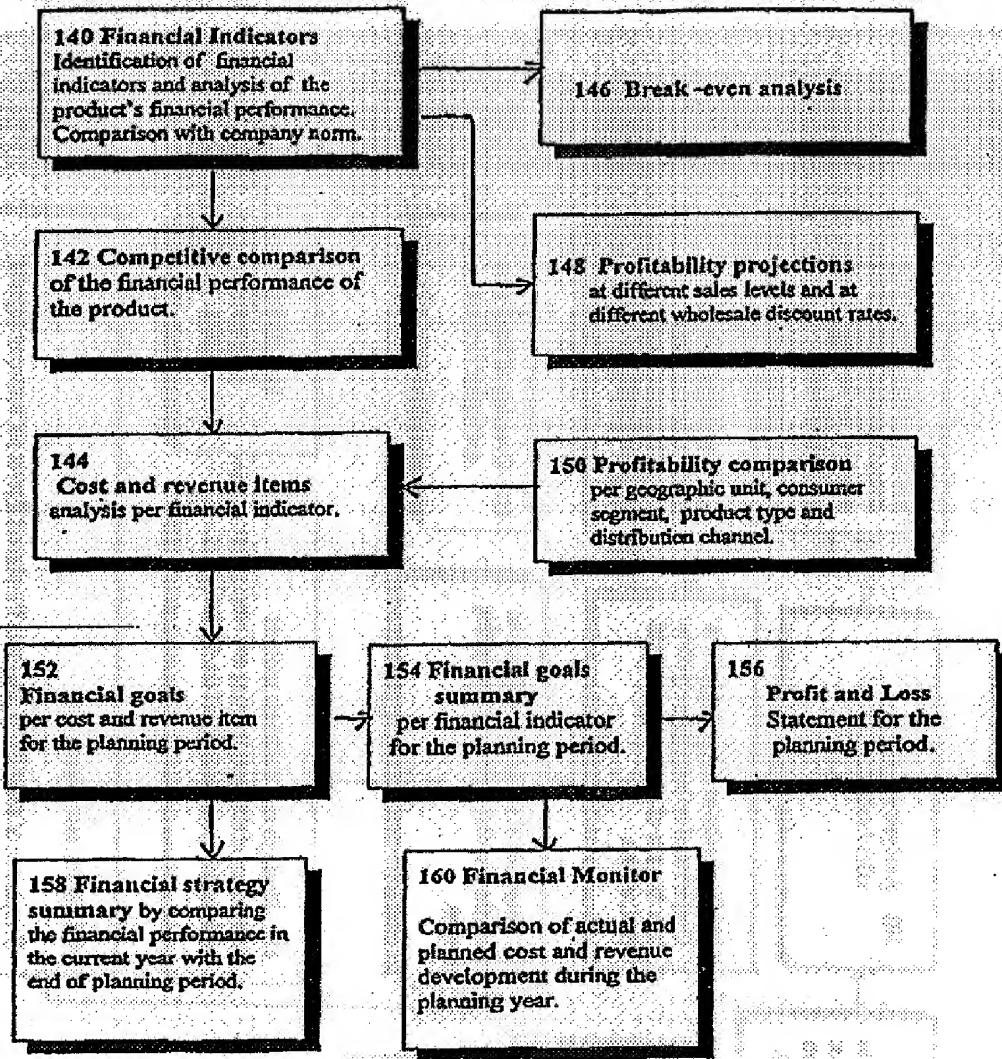


Fig. 4

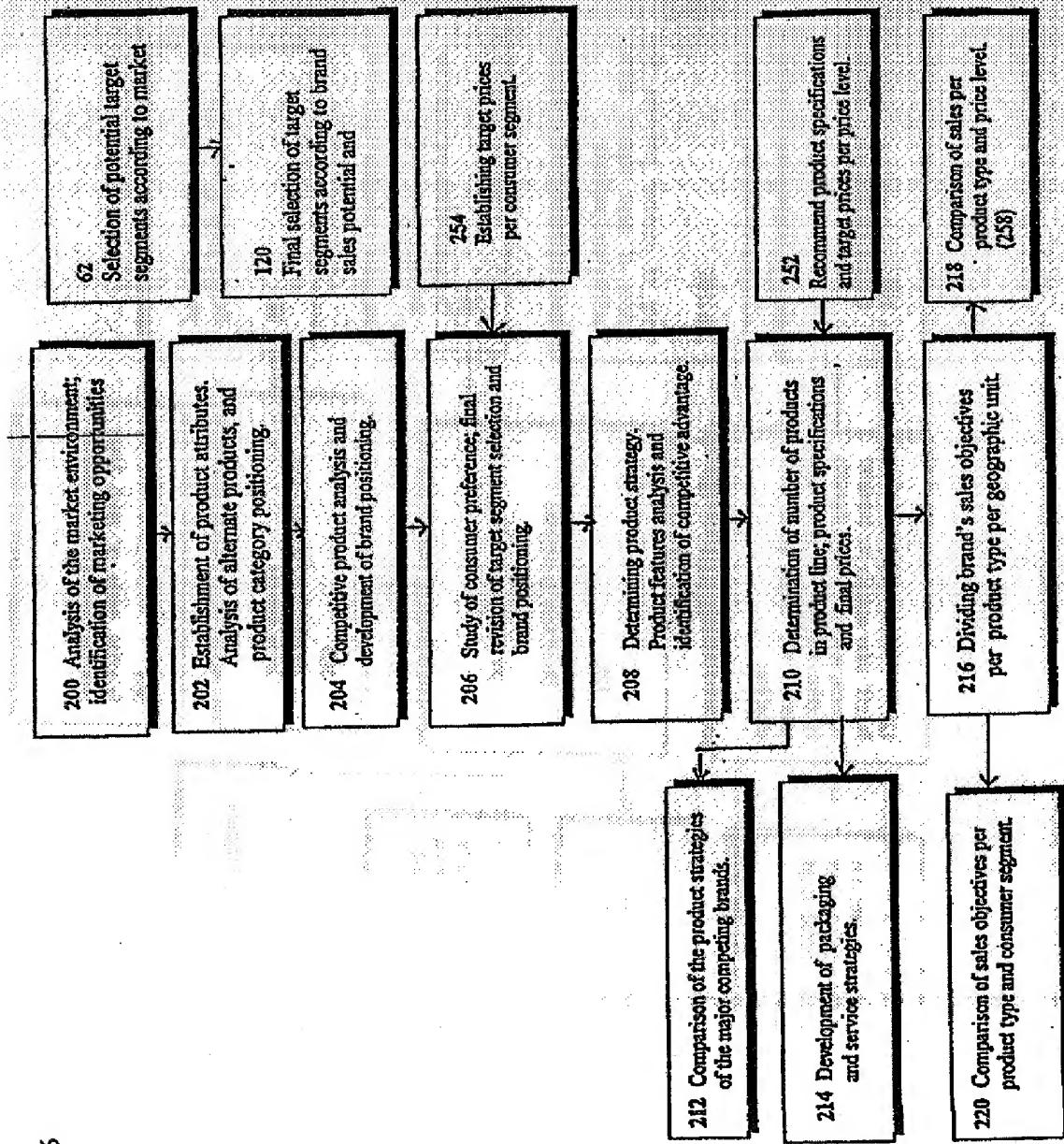
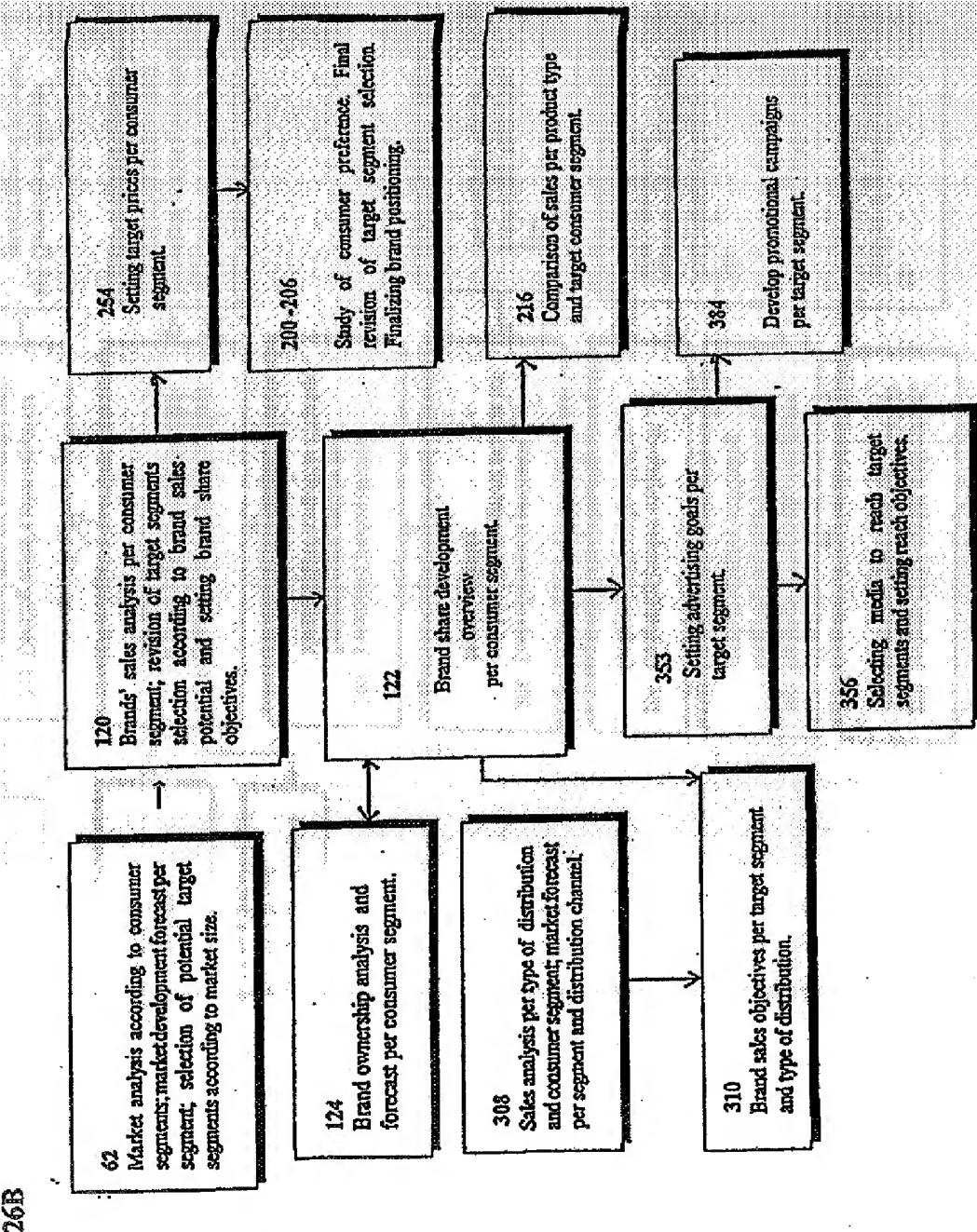


Fig. 5



28

250 Price analysis:
 Establishing price levels;
 Forecasting average price development
 Setting sales objectives per price level

252 Product specifications:
 Analysis of current products on the
 market; recommendation of product
 specifications per price level; setting
 target prices per price level.

254 Prices per consumer segment
 Analysis of prices paid per consumer
 segment and brand.
 Establishing target prices per segment.

**256 Prices per distribution
 channel**
 Analysis of market sales and average
 price per type of distribution; per brand
 and consumer segment.

258 Final price strategy
 Revision of sales objectives per price
 level per brand;
 Establishing final price strategy.

**260 Overview of price strategy
 over the planning period**

210
 Finalizing product specifications and
 price setting per product type.

206
 Study of consumers attitude to price.
 Revision of target prices per segment.

308
 Market forecast per consumer segment
 and type of distribution.

310
 Setting sales objectives per target
 segment and type of distribution.

216
 Comparison of sales per product type
 and price level.

**262 Price and sales development
 monitor**

Fig.7

30

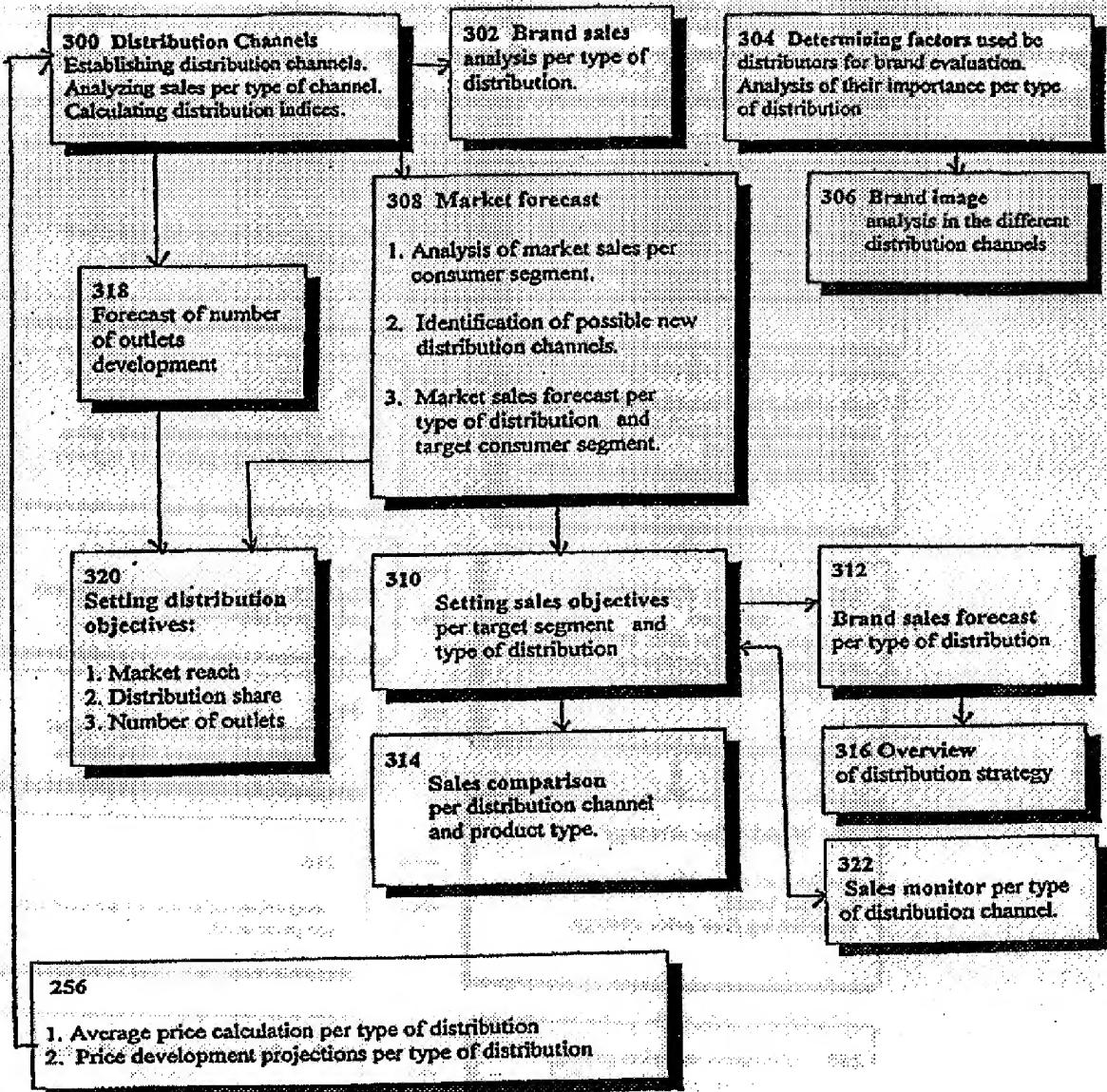


Fig. 8

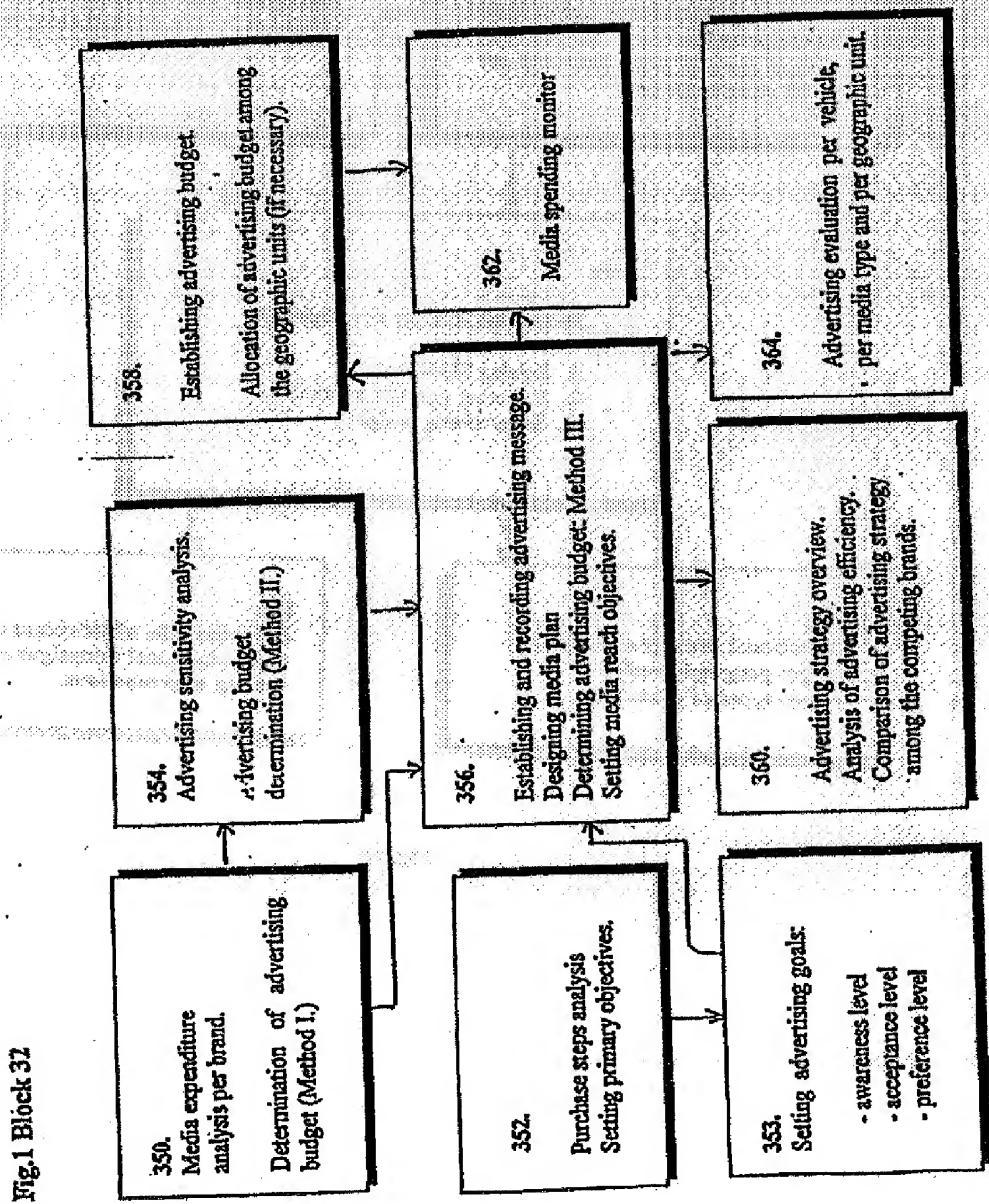


Fig.1 Block 37

Fig. 9

Fig. 1 Block 34.

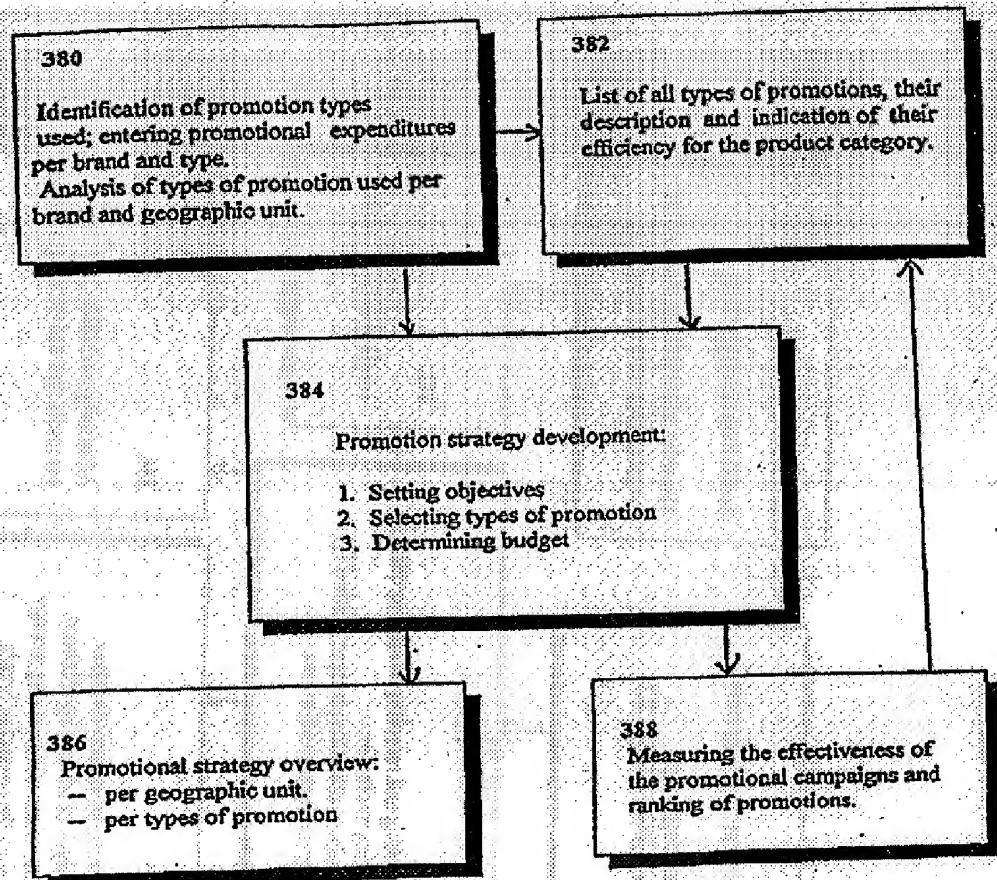


Fig. 10

MARKETING CONSULTANT

400	402	404	406	408	410	412	414	416	Chart explanation	F9
Explains the marketing task, and how the chart works		Information needed list	List of assumptions	List of strategic options	List of conclusions	Forecast 1	Section review			
	F1	F2	F3	F4	F5	F6	F7	F8	F9	

120 *Journal of the American Platonic Revival*

Ctrl M, Ctrl Pg up, Ctrl Pg down	422	424
Brings up a small menu with enables the planner to move around the charts by typing in the chart number.	Ctrl S	<p>Brings up the subplot chart menu belonging to the main chart. The subplot's rearrange the numbers entered in the main chart so as to reveal their marketing meaning.</p> <p>Brings up the menu of the graphs belonging to the main chart. The graphs show trends and help design strategy.</p>

430 Shift F1-F10 keys vary with charts. They have two main functions:

- (a) Help change the variables in the main chart, (like F2 changes geographic units), or
- (b) Help customize the chart

F/G. II

Fig. 12a

MARKET DEVELOPMENT - FORECAST I

Geographic Units	Past Year		Past Year		Future Year		Future Year	
	Consumer Demand	Growth Rate %						
	Col. 1	Col. 2	Col. 1	Col. 2	Col. 3	Col. 4	Col. 3	Col. 4
TOTAL MARKET								

Fig. 12b

GROWTH RATE COMPARISON

Geographic Units	Year			Year		
	Growth Rate % Units	Growth Rate % Dollar	Difference % Units	Growth Rate % Units	Growth Rate % Dollar	Difference % Units
	Col. 1	Col. 2	Col. 3			
TOTAL MARKET						

Fig. 12c

MARKET DEVELOPMENT - FORECAST II

Geog. Unit	Year	Year	Year	Year	Year	Year	Year	Year	Year	(Units)
Market Development	Col. 2									
Influencing Factors										
Factor I										
Factor II										

WO 01/18730

PCT/US00/24780

Factor III

Factor IV

Fig. 12d

NUMBER OF PRODUCT OWNERS AND SATURATION DEGREES

Cons. Seg.

Geog. Units	YEAR					
	Consumer Base (000)	Product Owners (000)	Saturation Degree %	Consumer Base (000)	Product Owners (000)	Saturation Degree %
	Col.1	Col.2	Col.3			
TOTAL Market						

Fig. 12e
AVERAGE CONSUMPTION

Cons. Seg.

Geog. Units	YEAR			YEAR		
	Consumer Base (000)	Average Consumption	Ex-Sales (000)	Consumer Base (000)	Average Consumption	Ex-Sales (000)
	Col.1	Col.2	Col.3			
TOTAL Market						

Fig. 12f

MARKET PENETRATION FORECAST

(000)

Geog. Units

Geog. Units	YEAR					
	Consumer Base (000)	Products Owned	Penetration Degree %	Consumer Base (000)	Products Owned	Penetration Degree %
	Col.1	Col.2	Col.3			
TOTAL						

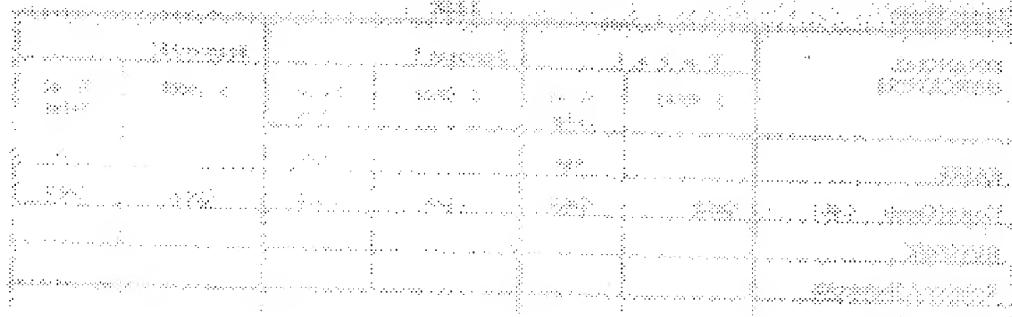


Fig. 14i
PRODUCT PROFITABILITY
Year

Geog. Unit	Year					
	Product Type I		Product Type II		Product Type III	
FINANCIAL INDICATORS	\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales
SALES		100		100		100
Cost of Goods Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
REVENUE						
Revenue Adjustments						
NET REVENUE						
Marketing Expense						
Selling Expense						
Other Direct Expenses						
TOTAL DIRECT EXP.						
BRAND CONTRIBUTION						
BUSINESS INCOME						

w/a = without allocations

Fig. 14j
PROFITABILITY COMPARISON PER CONSUMER SEGMENT
Year

Geog. Unit	Year					
	Total		Segment I		Segment II	
FINANCIAL INDICATORS	\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales
SALES		100		100		100
Cost of Goods Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
REVENUE						
Revenue Adjustments						
NET REVENUE						
Marketing Expense						
Selling Expense						
Other Direct Expenses						
TOTAL DIRECT EXP.						

BRAND CONTRIBUTION						
BUSINESS INCOME						

w/a = without allocations

Fig. 14k
PROFITABILITY COMPARISON PER DISTRIBUTION CHANNEL

Geog. Unit

Year

FINANCIAL INDICATORS	Total		Channel I		Channel II	
	\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales
SALES		100		100		100
Cost of Goods Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
REVENUE						
Revenue Adjustments						
NET REVENUE						
Marketing Expense						
Selling Expense						
Other Direct Expenses						
TOTAL DIRECT EXP.						
BRAND CONTRIBUTION						
BUSINESS INCOME						

w/a = without allocations

Fig. 141
GOALS PER COST ITEM

Geog. Unit	Product Type	CURRNT GOAL	YEAR		YEAR	
			\$ (000)	% of Sales	\$ (000)	% of Sales
SALES				100		100
COST OF GOODS Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
REVENUE						
ADJUSTMENTS						
Adjustment I						
Adjustment II						
NET REVENUE						
MARKETING EXPENSE						
Advertising						
Promotion						
Market Research						
Other						
SELLING EXPENSE						
Sales Force						
Administration						
Other						
OTHER DIRECT EXP.						
Expense I						
Expense II						
Expense III						
INDIRECT EXPENSES						
Expense I						
Expense II						
ALLOCATIONS						
Allocation I						
BUSINESS INCOME						
HURDLE RATE						
NET PROFIT						

Fig.14 m

Geog. Unit	Product Type	% of SALES (\$000)			
		Current year	YEAR	Difference	
Col1	SALES	Col2	Col3	Col4	Col5
	REVENUE	ITEMS			
	1.				
	2.				
	3.				
	4.				
	AVE GROWTH RATE %				
	COST	ITEMS			
	1.				
	2.				
	3.				
	4.				
	5.				
	AVE GROWTH RATE %.				

Fig. 14n

GOALS PER KEY FINANCIAL INDICATOR

Product Type:

Geog. Unit	FINANCIAL INDICATORS	CURRENT YEAR		YEAR		YEAR	
		Col.1	Col.2	Col.3	Col.4	Col.5	Col.6
	SALES	Col.1	Col.2	Col.3	Col.4	Col.5	
	Cost of Goods						
	REVENUE						
	Revenue Adjustments						
	NET REVENUE						
	Marketing Expense						
	Selling Expense						
	Other Direct Exp.						
	TOTAL DIRECT EXP.						
	BRAND EXP. (CONTRIBUTION)						
	Indirect Expenses						
	TOTAL EXPENSES Without Allocations						
	PROFIT/LOSS						
	Allocations						
	TOTAL EXPENSES						
	BUSINESS INCOME						

Fig. 14o
GROWTH RATE ANALYSIS: Geographic units

Financial Indicator:	Geog. Units	Current year		year		year		year	
		Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8
		\$ (000)	Growth %	\$ (000)	Growth %	\$ (000)	Growth %	\$ (000)	Growth %
	Col.1								
	Total								

Fig. 14p

PROFIT AND LOSS STATEMENT

Product Type:

Geog. Unit

FINANCIAL INDICATORS	CURRENT		YEAR		YEAR	
	1000000	1000000	1000000	1000000	1000000	1000000
SALES				100		100
Cost of Goods Col.1	Col.2	Col.3	Col.4	Col.5		
NET REVENUE						
Marketing Expense						
Selling Expense						
Other Direct Exp.						
TOTAL DIRECT EXP.						
BRAND CONTRIBUTION						
Indirect Expense						
TOTAL EXPENSES Without Allocations						
Business Income (7/5 Allocations)						
Allocations						
TOTAL EXPENSES						
BUSINESS INCOME						
Change in COGS						
Change in Sales						
Change in Br. Contr.						
Change in B. Income						

b/allocations. = before allocations

Br. Contr. = Brand Contribution

R.O.S = Return on Sales = (Business Income / Sales)*100

Fig. 14r
SUMMARY OF FINANCIAL STRATEGY

Geog. Unit

FINANCIAL INDICATORS	CURRENT YEAR		YTD		YTD		YTD	
	\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales
SALES					100		100	
Cost of Goods	Col.1	Col.2			Col.4	Col.5	Col.6	Col.8
NET REVENUE								
Marketing Expense								
Selling Expense								
Other Direct Exp.								
TOTAL DIRECT EXP.								
BRAND ECONTRIBUTION								
Indirect Expense								
TOTAL EXPENSES Without Allocations								
NET before Allocations								
Allocations								
TOTAL EXPENSES								
BUSINESS INCOME								

Fig. 14s
FINANCIAL MONITOR

Geog. Unit	YEAR/Period	Product Type:			Distr. Channel:	(\$000)		
		Year-to-Date						
		Plan	Actual	Difference				
				#	%			
SALES	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6		
Cost of Goods								
REVENUE								
Revenue Adjustments								
NET REVENUE								
Marketing Expense								
Selling Expense								
Other Direct Expenses								
Total Direct Exp.								
BRAND CONTRIBUTION								
BUSINESS INCOME								

Fig. 14v
MONITOR PER GEOGRAPHIC UNIT

Year/Period:	Financial Indicator	Product Type:			Distr. Channel:	(\$000)		
		Year-to-Date:						
		Plan	Actual	Difference				
				#	%			
Geog. Unit I	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6		
Geog. Unit II								
Geog. Unit III								
Geog. Unit IV								
TOTAL								

Fig.15a

MARKET ENVIRONMENT ANALYSIS

Geog. Unit	Year				
	Consumer Base		Market		Market/Consumer
SUBMARKETS	# (000)	%	\$ (000)	%	\$
1. Col.1	Col.2	Col.3	Col.4	Col.5	Col.6
2.					
3.					
4.					
5.					
BASE					

X = The same product category Y = new product category Z = Competitive threat

Fig. 15b

RANKING OF SUBMARKETS

Geog. Unit	Year				
	NUMBER OF CONSUMERS		MARKET SIZE		SUBMARKET/CONSUMER
SUBMARKETS	# 000	SUBMARKETS	\$ (000)	SUBMARKETS	%
1. Col.1	Col.2	1. Col.3	Col.4	1. Col.5	Col.6
2.		2.		2.	
3.		3.		3.	
4.		4.		4.	
5.		5.		5.	

Also in units.

Fig.15c

DEVELOPMENT OF

Geog. Unit

Submarket	Past Year		Past Year		Future Year		Future Year	
	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8
TOTAL								

Fig. 15d

..... PER GEOGRAPHIC UNIT

Submarket

Geographic Units	Past Year		Past Year		Future Year		Future Year	
	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8
TOTAL								

Fig. 15e

PRODUCT ANALYSIS

Geog. Unit	Year	Cons. Segment			Scale: 5-1		
		The Product	Alternative Product I	Alternative Product II	Better	Y/N	Rank
1. Consumer Need	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
1.1 Attribute							
1.2 Attribute							
2. Consumer Need							
2.1 Attribute							
2.2 Attribute							
No. of Consumers (000)							
Market Size (000)							

Scale = 5 excellent 4-3-2 = acceptable 1 = not acceptable

Y/N = yes/no market opportunity = there is a market opportunity if there is no alt. Product with a valuation of (5).

Fig. 15f

RANKING OF PRODUCTS

Geog. Unit	Year	Cons. Segment			Scale: 1-5			
		Product Attribute (1)			Product Attribute (2)		Product Attribute (3)	
Products	Y/N	Score	Products	Y/N	Score	Products	Y/N	Score
1. Col.1	Col.2	Col.3	1.			1.		
2.			2.			2.		
3.			3.			3.		
4.			4.			4.		

Fig. 15g

RANKING OF PRODUCT ATTRIBUTES

Geog. Unit	Year	Cons. Segment		Scale: 1-5				
		The Product		Alternate Product I		Alternate Product II		
Attribute	Y/N	Score	Attributes	Y/N	Score	Attributes	Y/N	Score
1. Gold	Col.1	Col.3	1.			1.		
2.			2.			2.		
3.			3.			3.		
4.			4.			4.		

Fig. 15h

COMPETITIVE ANALYSIS

Geog. Unit	Year	Cons. Segment		Scale: 5-1				
		Product Attributes	Alternate Products	The Brand	Brand I	Better	Y/N	Rank
Attribute (1)	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8
Attribute (2)								
Attribute (3)								
Attribute (4)								
Market Shares (%)								

Scale = 5 excellent 4-3-2 = acceptable 1 = not acceptable

Y/N = yes/no market opportunity = there is a market opportunity if there is no alt.

Product with a valuation of (5)

Fig. 15i
RANKING OF BRANDS

Geog. Unit	Year	Cons. Segment		Scale: 1-5				
		Product Attribute (1)	Product Attribute (2)	Product Attribute (3)	Brands	Y/N	Score	
Brands	Y/N	Score	Brands	Y/N	Score	Brands	Y/N	Score
1. Col.1	Col.2	Col.3	1.			1.		
2.			2.			2.		
3.			3.			3.		
4.			4.			4.		

Fig. 15j

RANKING OF PRODUCT ATTRIBUTES

Geog. Unit	Year	Cons. Segment	Scale: 1-5		
			The Brand		
Attributes	Y/N	Score	Attributes	Y/N	Score
1. Color	Col2	Col3	1.		
2.			2.		
3.			3.		
4.			4.		

Fig.k

CONSUMER PREFERENCE ANALYSIS

Geog. Unit	Year	Scale: 1-5		
		Consumer Based	Segment Based	Segment Based
Size of Segment Col1	Col2	100 Co. 3	100 Col4	100 Col5
Current Consumers				
Potential Consumers				
Product Attributes				
Price				
Target Segments				

Scale: (5) = very important (1) = not important at all

Fig. 15l

RANKING OF CONSUMER PREFERENCE

Geog. Unit	Year	Scale: 1-5
Consumer Segment	Score	Segment
1. Attribute	1.	1.
2. Col.1	Col.2	2.
3.		3.
4.		4.
5.		5.

Fig. 15m

PRODUCT POSITIONING OVERVIEW

GEOGRAPHIC UNIT:

YEAR:

Brand Positioning

Segment Positioning

Combined

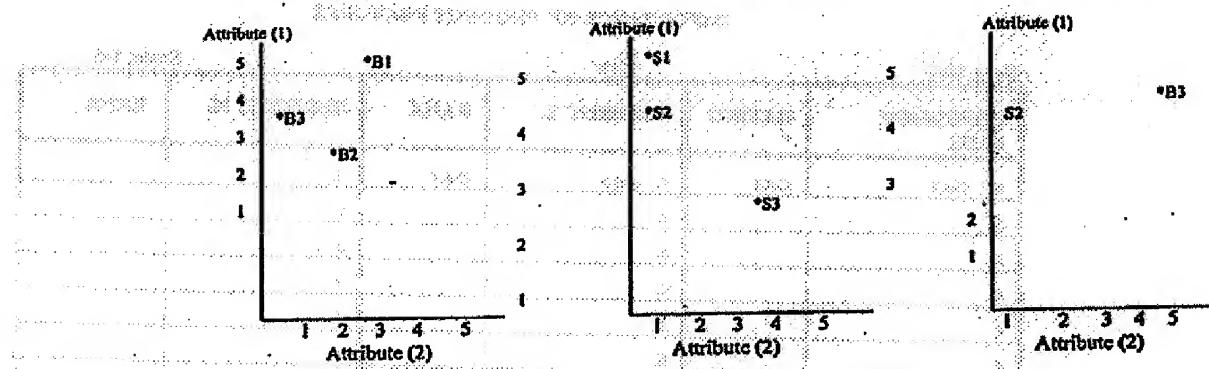


Fig. 15n

PRODUCT FEATURES ANALYSIS

Geog. Unit	Year	Consumer Segment		Scale: 1-5		
		PRODUCT ATTRIBUTES/ FEATURES	BRAND EVALUATION	The Brand	Brand I	Score
1. ATTRIBUTE (1) Col1	Col2	Col3	Col4	Col5	Col6	Col7
1.1 Feature						
1.2 Feature						
2. ATTRIBUTE (2)						
2.1 Feature						
2.2 Feature						
3. ATTRIBUTE (3)						
3.1 Feature						
3.2 Feature						
Number of Products						

Scale = 5 excellent 4-3-2 = acceptable 1 = not acceptable
 Y/N = yes/no marketing opportunity = there is a marketing opportunity, if no brand (or alternative product) received (5) valuation.

Fig. 15o

IMPORTANCE OF PRODUCT FEATURES

Geog. Unit	Year	Scale: 1-5			
		CONSUMER BASE	RATING *	SEGMENT I L	RANK
1. Col1	Col2	1. Col3	Col4	1.	
2.		2.		2.	
3.		3.		3.	
4.		4.		4.	
5.		5.		5.	
6.		6.		6.	
7.		7.		7.	

* The highest rating the feature received.

Fig. 15p
PRODUCT FEATURES ANALYSIS PER BRAND

Geog. Unit	Year	Brand	Consumer Segment	Scale: 1-5
PRODUCT FEATURES NEEDED IN ORDER TO BE				
1. Equal to: Brand			2. Superior to: Brand	
Product Features	Rating	Rating Needed	Product Features	Rating
1. Col1	Col2	Col3	1. Col4	Col5
2.			2.	
3.			3.	
4.			4.	
5.			5.	
6.			6.	
Number of Products:			Number of Products:	

Fig. 15r**COMPETITIVE EVALUATION**

Geog. Unit	Year	Brand	Consumer Segment	Scale: 1-5
STRATEGY: Equal (Superior)				
Product Features	Rating	Rating Needed	Target Rating	COMPETITIVE ADVANTAGE
1. Col1	Col2	Col3	Col4	Col5
2.				
3.				
4.				
5.				
6.				
Number of Products:				

Fig. 15s

PRODUCT LINE DEVELOPMENT

Geog. Unit	Year		Scale: 1-5		
	Total Market	Product	Consumer Segments	Final Product Specification	Rating
Product Features	Rating	Product	Consumer Segments	Final Product Specification	Rating
1. Col1	Col2	Product 1	Consumer Segment 1	Final Product Specification 1	Rating 1
2.		Product 1	Consumer Segment 1	Final Product Specification 1	Rating 1
3.		Product 1	Consumer Segment 1	Final Product Specification 1	Rating 1
4.		Product 1	Consumer Segment 1	Final Product Specification 1	Rating 1
5.		Product 1	Consumer Segment 1	Final Product Specification 1	Rating 1
6.		Product 1	Consumer Segment 1	Final Product Specification 1	Rating 1
7.		Product 1	Consumer Segment 1	Final Product Specification 1	Rating 1
8.		Product 1	Consumer Segment 1	Final Product Specification 1	Rating 1
Target Price \$		Product 1	Consumer Segment 1	Final Product Specification 1	Rating 1

Fig. 15t

FINAL PRODUCT SPECIFICATIONS

Geog. Unit	Year		Number of Products:		
	PRODUCT I	PRODUCT II	PRODUCT III	PRODUCT IV	
Product Features	Rating	Product Features	Rating	Product Features	Rating
1. Col1	Col2	1.		1.	
2.		2.		2.	
3.		3.		3.	
4.		4.		4.	
5.		5.		5.	
6.		6.		6.	
7.		7.		7.	
8.		8.		8.	
Segment/Price					

Fig. 15u

PRODUCT TYPE INTRODUCTIONS

Geographic Units	Year				Year		
	Product I	Product II	Product III	Col.4	Product I	Product II	Product III
Col.1	Col.2	Col.3	Col.4				
TOTAL							
Target Price							
Introduction Date							

Fig. 15v

COMPETITIVE PRODUCT OVERVIEW

GEOG. UNIT	YEAR	PRODUCT TYPE					
		PRODUCT/ BRAND	TARGET SEGMENT	CONSUMER NEED / POSITIONING	PRODUCT FEATURE	REASON	ADVERTISING MESSAGE
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6		

Fig. 15w

PACKAGING/SERVICE STRATEGIES		
PACKAGING STRATEGY		
GEOG. UNIT	YEAR	PRODUCT I
1. CONCEPT: 2		
2. SIZE: 3		
3. SHAPE: 4		
4. MATERIAL: 5		
5. COLOR: 6		
6. DESIGN/TEXT: 7		
7. BRAND MARK: 8		
8. LABELING: 9		
SERVICE STRATEGY		
1. CUSTOMER SERVICE: 10		
2. LOGISTICS: 11		
3. FINANCIAL: 12		
4. INFORMATION: 13		
5. MANUFACTURING: 14		
6. PURCHASING: 15		
7. R&D: 16		
8. MARKETING: 17		
9. PRODUCTION: 18		
10. SUPPLY: 19		
11. TRANSPORTATION: 20		
12. WAREHOUSING: 21		
13. FINANCIAL: 22		
14. INFORMATION: 23		
15. PURCHASING: 24		
16. R&D: 25		
17. MARKETING: 26		
18. PRODUCTION: 27		
19. TRANSPORTATION: 28		
20. WAREHOUSING: 29		
21. FINANCIAL: 30		
22. INFORMATION: 31		
23. PURCHASING: 32		
24. R&D: 33		
25. MARKETING: 34		
26. PRODUCTION: 35		
27. TRANSPORTATION: 36		
28. WAREHOUSING: 37		
29. FINANCIAL: 38		
30. INFORMATION: 39		
31. PURCHASING: 40		
32. R&D: 41		
33. MARKETING: 42		
34. PRODUCTION: 43		
35. TRANSPORTATION: 44		
36. WAREHOUSING: 45		
37. FINANCIAL: 46		
38. INFORMATION: 47		
39. PURCHASING: 48		
40. R&D: 49		
41. MARKETING: 50		
42. PRODUCTION: 51		
43. TRANSPORTATION: 52		
44. WAREHOUSING: 53		
45. FINANCIAL: 54		
46. INFORMATION: 55		
47. PURCHASING: 56		
48. R&D: 57		
49. MARKETING: 58		
50. PRODUCTION: 59		
51. TRANSPORTATION: 60		
52. WAREHOUSING: 61		
53. FINANCIAL: 62		
54. INFORMATION: 63		
55. PURCHASING: 64		
56. R&D: 65		
57. MARKETING: 66		
58. PRODUCTION: 67		
59. TRANSPORTATION: 68		
60. WAREHOUSING: 69		
61. FINANCIAL: 70		
62. INFORMATION: 71		
63. PURCHASING: 72		
64. R&D: 73		
65. MARKETING: 74		
66. PRODUCTION: 75		
67. TRANSPORTATION: 76		
68. WAREHOUSING: 77		
69. FINANCIAL: 78		
70. INFORMATION: 79		
71. PURCHASING: 80		
72. R&D: 81		
73. MARKETING: 82		
74. PRODUCTION: 83		
75. TRANSPORTATION: 84		
76. WAREHOUSING: 85		
77. FINANCIAL: 86		
78. INFORMATION: 87		
79. PURCHASING: 88		
80. R&D: 89		
81. MARKETING: 90		
82. PRODUCTION: 91		
83. TRANSPORTATION: 92		
84. WAREHOUSING: 93		
85. FINANCIAL: 94		
86. INFORMATION: 95		
87. PURCHASING: 96		
88. R&D: 97		
89. MARKETING: 98		
90. PRODUCTION: 99		
91. TRANSPORTATION: 100		
92. WAREHOUSING: 101		
93. FINANCIAL: 102		
94. INFORMATION: 103		
95. PURCHASING: 104		
96. R&D: 105		
97. MARKETING: 106		
98. PRODUCTION: 107		
99. TRANSPORTATION: 108		
100. WAREHOUSING: 109		
101. FINANCIAL: 110		
102. INFORMATION: 111		
103. PURCHASING: 112		
104. R&D: 113		
105. MARKETING: 114		
106. PRODUCTION: 115		
107. TRANSPORTATION: 116		
108. WAREHOUSING: 117		
109. FINANCIAL: 118		
110. INFORMATION: 119		
111. PURCHASING: 120		
112. R&D: 121		
113. MARKETING: 122		
114. PRODUCTION: 123		
115. TRANSPORTATION: 124		
116. WAREHOUSING: 125		
117. FINANCIAL: 126		
118. INFORMATION: 127		
119. PURCHASING: 128		
120. R&D: 129		
121. MARKETING: 130		
122. PRODUCTION: 131		
123. TRANSPORTATION: 132		
124. WAREHOUSING: 133		
125. FINANCIAL: 134		
126. INFORMATION: 135		
127. PURCHASING: 136		
128. R&D: 137		
129. MARKETING: 138		
130. PRODUCTION: 139		
131. TRANSPORTATION: 140		
132. WAREHOUSING: 141		
133. FINANCIAL: 142		
134. INFORMATION: 143		
135. PURCHASING: 144		
136. R&D: 145		
137. MARKETING: 146		
138. PRODUCTION: 147		
139. TRANSPORTATION: 148		
140. WAREHOUSING: 149		
141. FINANCIAL: 150		
142. INFORMATION: 151		
143. PURCHASING: 152		
144. R&D: 153		
145. MARKETING: 154		
146. PRODUCTION: 155		
147. TRANSPORTATION: 156		
148. WAREHOUSING: 157		
149. FINANCIAL: 158		
150. INFORMATION: 159		
151. PURCHASING: 160		
152. R&D: 161		
153. MARKETING: 162		
154. PRODUCTION: 163		
155. TRANSPORTATION: 164		
156. WAREHOUSING: 165		
157. FINANCIAL: 166		
158. INFORMATION: 167		
159. PURCHASING: 168		
160. R&D: 169		
161. MARKETING: 170		
162. PRODUCTION: 171		
163. TRANSPORTATION: 172		
164. WAREHOUSING: 173		
165. FINANCIAL: 174		
166. INFORMATION: 175		
167. PURCHASING: 176		
168. R&D: 177		
169. MARKETING: 178		
170. PRODUCTION: 179		
171. TRANSPORTATION: 180		
172. WAREHOUSING: 181		
173. FINANCIAL: 182		
174. INFORMATION: 183		
175. PURCHASING: 184		
176. R&D: 185		
177. MARKETING: 186		
178. PRODUCTION: 187		
179. TRANSPORTATION: 188		
180. WAREHOUSING: 189		
181. FINANCIAL: 190		
182. INFORMATION: 191		
183. PURCHASING: 192		
184. R&D: 193		
185. MARKETING: 194		
186. PRODUCTION: 195		
187. TRANSPORTATION: 196		
188. WAREHOUSING: 197		
189. FINANCIAL: 198		
190. INFORMATION: 199		
191. PURCHASING: 200		
192. R&D: 201		
193. MARKETING: 202		
194. PRODUCTION: 203		
195. TRANSPORTATION: 204		
196. WAREHOUSING: 205		
197. FINANCIAL: 206		
198. INFORMATION: 207		
199. PURCHASING: 208		
200. R&D: 209		
201. MARKETING: 210		
202. PRODUCTION: 211		
203. TRANSPORTATION: 212		
204. WAREHOUSING: 213		
205. FINANCIAL: 214		
206. INFORMATION: 215		
207. PURCHASING: 216		
208. R&D: 217		
209. MARKETING: 218		
210. PRODUCTION: 219		
211. TRANSPORTATION: 220		
212. WAREHOUSING: 221		
213. FINANCIAL: 222		
214. INFORMATION: 223		
215. PURCHASING: 224		
216. R&D: 225		
217. MARKETING: 226		
218. PRODUCTION: 227		
219. TRANSPORTATION: 228		
220. WAREHOUSING: 229		
221. FINANCIAL: 230		
222. INFORMATION: 231		
223. PURCHASING: 232		
224. R&D: 233		
225. MARKETING: 234		
226. PRODUCTION: 235		
227. TRANSPORTATION: 236		
228. WAREHOUSING: 237		
229. FINANCIAL: 238		
230. INFORMATION: 239		
231. PURCHASING: 240		
232. R&D: 241		
233. MARKETING: 242		
234. PRODUCTION: 243		
235. TRANSPORTATION: 244		
236. WAREHOUSING: 245		
237. FINANCIAL: 246		
238. INFORMATION: 247		
239. PURCHASING: 248		
240. R&D: 249		
241. MARKETING: 250		
242. PRODUCTION: 251		
243. TRANSPORTATION: 252		
244. WAREHOUSING: 253		
245. FINANCIAL: 254		
246. INFORMATION: 255		
247. PURCHASING: 256		
248. R&D: 257		
249. MARKETING: 258		
250. PRODUCTION: 259		
251. TRANSPORTATION: 260		
252. WAREHOUSING: 261		
253. FINANCIAL: 262		
254. INFORMATION: 263		
255. PURCHASING: 264		
256. R&D: 265		
257. MARKETING: 266		
258. PRODUCTION: 267		
259. TRANSPORTATION: 268		
260. WAREHOUSING: 269		
261. FINANCIAL: 270		
262. INFORMATION: 271		
263. PURCHASING: 272		
264. R&D: 273		
265. MARKETING: 274		
266. PRODUCTION: 275		
267. TRANSPORTATION: 276		
268. WAREHOUSING: 277		
269. FINANCIAL: 278		
270. INFORMATION: 279		
271. PURCHASING: 280		
272. R&D: 281		
273. MARKETING: 282		
274. PRODUCTION: 283		
275. TRANSPORTATION: 284		
276. WAREHOUSING: 285		
277. FINANCIAL: 286		
278. INFORMATION: 287		
279. PURCHASING: 288		
280. R&D: 289		
281. MARKETING: 290		
282. PRODUCTION: 291		
283. TRANSPORTATION: 292		
284. WAREHOUSING: 293		
285. FINANCIAL: 294		
286. INFORMATION: 295		
287. PURCHASING: 296		
288. R&D: 297		
289. MARKETING: 298		
290. PRODUCTION: 299		
291. TRANSPORTATION: 300		
292. WAREHOUSING: 301		
293. FINANCIAL: 302		
294. INFORMATION: 303		
295. PURCHASING: 304		
296. R&D: 305		
297. MARKETING: 306		
298. PRODUCTION: 307		
299. TRANSPORTATION: 308		
300. WAREHOUSING: 309		
301. FINANCIAL: 310		
302. INFORMATION: 311		
303. PURCHASING: 312		
304. R&D: 313		
305. MARKETING: 314		
306. PRODUCTION: 315		
307. TRANSPORTATION: 316		
308. WAREHOUSING: 317		
309. FINANCIAL: 318		
310. INFORMATION: 319		
311. PURCHASING: 320		
312. R&D: 321		
313. MARKETING: 322		
314. PRODUCTION: 323		
315. TRANSPORTATION: 324		
316. WAREHOUSING: 325		
317. FINANCIAL: 326		
318. INFORMATION: 327		
319. PURCHASING: 328		
320. R&D: 329		
321. MARKETING: 330		
322. PRODUCTION: 331		
323. TRANSPORTATION: 332		
324. WAREHOUSING: 333		
325. FINANCIAL: 334		
326. INFORMATION: 335		
327. PURCHASING: 336		
328. R&D: 337		
329. MARKETING: 338		
330. PRODUCTION: 339		
331. TRANSPORTATION: 340		
332. WAREHOUSING: 341		
333. FINANCIAL: 342		
334. INFORMATION: 343		
335. PURCHASING: 344		
336. R&D: 345		
337. MARKETING: 346		
338. PRODUCTION: 347		
339. TRANSPORTATION: 348		
340. WAREHOUSING: 349		
341. FINANCIAL: 350		
342. INFORMATION: 351		
343. PURCHASING: 352		
344. R&D: 353		
345. MARKETING: 354		
346. PRODUCTION: 355		
347. TRANSPORTATION: 356		
348. WAREHOUSING: 357		
349. FINANCIAL: 358		
350. INFORMATION: 359		
351. PURCHASING: 360		
352. R&D: 361		
353. MARKETING: 362		
354. PRODUCTION: 363		
355. TRANSPORTATION: 364		
356. WAREHOUSING: 365		
357. FINANCIAL: 366		
358. INFORMATION: 367		
359. PURCHASING: 368		
360. R&D: 369		
361. MARKETING: 370		
362. PRODUCTION: 371		
363. TRANSPORTATION: 372		
364. WAREHOUSING: 373		
365. FINANCIAL: 374		
366. INFORMATION: 375		
367. PURCHASING: 376		
368. R&D: 377		
369. MARKETING: 378		
370. PRODUCTION: 379		
371. TRANSPORTATION: 380		
372. WAREHOUSING: 381		
373. FINANCIAL: 382		
374. INFORMATION: 383		
375. PURCHASING: 384		

Fig. 15x

SALES PER PRODUCT TYPE AND FORECAST

BRAND	YEAR			UNITS (00)*					
	BRAND TOTAL			PRODUCT I			PRODUCT II		
GEOGRAPHIC UNITS	#	%	Share %	#	%	Share %	#	%	Share %
	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9
			100						
			100						
REMAINDER			100						
TOTAL		100	100		100			100	
MARKET Share									
PRICE \$									

*Also in dollars

Fig. 15y

BRAND SHARES PER PRODUCT TYPE

PRODUCT	YEAR			UNITS (00)*				
	Geographic Units	Our brand	Brand I	Brand II	Remainder	Total Market		
	#	Share %	#	Share %	#	Share %	#	Share %
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9
								100
								Col.11
								100
								100
Remainder								100
TOTAL								100

Fig. 15z

SALES OBJECTIVE DEVELOPMENT PER PRODUCT TYPE

GEOG. UNIT	YEAR	BRAND	(UNITS 00)*					
			TOTAL MARKET		BRAND SALES			
PRODUCTS	#	%	PRICE I	PRICE II	PRICE III	TOTAL #	*	Share %
PRODUCT I Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8	Col9
PRODUCT II								
PRODUCT III								
T O T A L		100						100
BRAND SHARES PER PRICE LEVEL								

*Also in dollars

Fig. 15 aa
SALES COMPARISON PER CONSUMER SEGMENT AND PRODUCT TYPE

BRAND	YEAR	(UNITS 00)*					
		GEOGRAPHIC UNITS	PRODUCT I	SEGMENT I	PRODUCT II	SEGMENT II	
			#	#	#	#	Share%
Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8
REMAINDER							
T O T A L							
MARKET SHARE							
PRICE							

* Also in dollars

Fig. 16a

PRICE SEGMENTATION PER PRICE LEVEL

Geog. Unit	Year	Consumer Segment (Units)							
		Market		Brand		Remainder			
Price Level	#	%	Share %	#	%	Share %	#	%	Share %
Price Level I Col1	Col2	Col3	100 Col4	Col5	Col6	Col7	Col8	Col9	Col10
Average Prices									
Price Level I		100							
Average Prices									
Price Level I		100							
Average Prices									
T O T A L	100	100		100				100	
Average Prices									

Also in dollars

Fig. 16b

RANKING OF BRANDS PER PRICE LEVEL

Geog. Unit	Year	Consumer Segment (Units)							
		Market		Price Level I		Price Level II		Price Level III	
1. Brand	(%)	1.	(%)	1.	(%)	1.	(%)	1.	(%)
1. Col1	Col2	2. Col3	Col4	2.		2.		2.	
3.		3.		3.		3.		3.	
4.		4.		4.		4.		4.	
5.		5.		5.		5.		5.	
6.		6.		6.		6.		6.	

Also in dollars

Fig. 16c
SALES OBJECTIVES PER PRICE LEVEL

* Also in dollars

Fig. 16d

PRICE SEGMENTATION PER PRODUCT

Geog. Unit	Year	Consumer Segment		(Units)
Product Features	Competitor Analysis			
	Market	THE BRAND	Brand I	Brand II
1. Col1	Col2	Col3	Col4	Col5
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
Target Price				

Fig. 16e

PRICE ELASTICITY ANALYSIS

Geog. Unit	Year	Consumer Segment				(Unit)
		(1)	(2)	(3)	(4)	
(P) Price	1					
(D) Demand	2					
ELASTICITY	3					

Fig. 16f

PRICE SEGMENTATION PER CONSUMER SEGMENT

Geog. Unit	Year	Consumer Segment				(Units)			
		Market			Segment I		Segment II		
PRICE LEVEL	#	%	Share %	#	%	Share %	#	%	Share %
Price Level I Col 1	Col 2	Col 3	100 Col 4	Col 5	Col 6	Col 7	Col 8	Col 9	Col 10
Average Price									
Price Level II			100						
Average Price									
Price Level I			100						
Average Price									
T O T A L		100	100		100			100	
Average Price									
Segment I (100)									
Average Price									

Also in dollars

Fig. 16g

PRICE SEGMENTATION PER DISTRIBUTION CHANNEL

Geog. Unit	Year	Consumer Segment								(Units)
		Market		Channel I			Channel II			
Price Level	#	%	Share %	#	%	Share %	#	%	Share %	
Price Level I	Col2	Col3	Col4	Col5	Col6	Col7	Col8	Col9	Col10	
Average Price 1										
Price Level I			100							
Average Price 2										
Price Level I			100							
Average Price 3										
T O T A L	100	100		100			100			
Average Price 3										

Also in dollars

MARKET ANALYSIS PER TYPE OF DISTRIBUTION

FIG 17a

Geo/Unit
Year
Brand
Distr.
Sales
Share %
Brand
Distr.
Sales
Share %

(DOC)

Geo/Unit	Year	Brand	Distr.	ALL DISTRIBUTORS				BY CHANNEL				BY BRAND			
				Outlets (000)	Sales \$	Avg. Sales \$	Share %	Outlets (000)	Sales \$	Avg. Sales \$	Share %	Outlets (000)	Sales \$	Avg. Sales \$	Share %
Distribution Channels	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10	Col.11	Col.12	Col.13	Col.14	
TYPE I															
TYPE II															
TYPE III															
TYPE IV															
TYPE V															
TYPE VI															
TYPE VII															
TYPE IX															
REMAINDER															
GRAND TOTAL															

* Above Distr.

Fig. 17b

IMPORTANCE OF TYPES OF DISTRIBUTION

Geog. Unit	Year				(000)
	TOTAL MARKET	THE BRAND'S DISTRIBUTORS	BRAND SALES	MARKET REACH	
I. Type of Distribution	Type of Distribution (1)	Type of Distribution (1)	Type of Distribution (%)	Type of Distribution (%)	
2. Col.1	Col.2	Col.3	Col.4	Col.5	
3.					
4.					
5.			2		
6.					

Also in Dollars (1) Ranking number of the distribution channel in the total market

Fig. 17c

FIRST STRATEGY INDICATIONS

Geog. Unit	Year	
	NEW DISTRIBUTION CHANNELS	CHANNELS TO IMPROVE SHARE
	(X)	(Y)
Col.1	Col.2	Col.3
		Col.4

(X) = Market Reach

(Y) = Distribution share

Fig. 17d

BRAND SHARES PER TYPE OF DISTRIBUTION

Year

(Units)

Geog. Unit.	Distribution Channels	Total Market			The Brand			Brand I		
		#	Col. 2	Share %	#	Col. 4	Share %	#	Col. 6	Share %
Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9	Col. 10	
TOTAL MARKET		100				100				100

Fig. 17e

RANKING OF TYPES OF DISTRIBUTION PER BRAND

Year

(000)

Geog. Unit	TOTAL MARKET	THE BRAND	BRAND I		BRAND II		BRAND III	
			Type of Distribution (%)					
1. Col.1	Col.2	Col.3	Col.4	Col.5				
2.								
3.								
4.								
5.								
6.								

Also in Dollars

Fig. 17f

RANKING OF BRANDS PER TYPE OF DISTRIBUTION

Year

(000)

Geog. Unit	TOTAL MARKET	TYPE I		TYPE II		TYPE III		TYPE IV	
		Brand (%)							
1. Brand (%)	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10
2. Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10
3.									
4.									
5.									
6.									

Also in Dollars

Fig. 17 g

DETERMINING FACTORS USED BY DISTRIBUTORS FOR BRAND EVALUATION

Geog. Unit	Year					Score: low-high
	FACTOR I	FACTOR II	FACTOR III	FACTOR IV	FACTOR V	
TYPE I Col1	Col2	Col3	Col4	Col5	Col6	
TYPE II						
TYPE III						
TYPE IV						
TYPE V						
REMAINDER						

Fig. 17 h

RANKING OF DETERMINING FACTORS

Geog. Unit	Year				Score: low-high
	FACTOR I	FACTOR II	FACTOR III	FACTOR IV	
1. Factor	1. Factor	1. Factor	1. Factor	1. Factor	
2. Col1.	2. Col2	2. Col3	2. Col4	2. Col5	
3.	3.	3.	3.	3.	
4.	4.	4.	4.	4.	

Fig. 17 i

OVERVIEW OF DETERMINING FACTORS

Distr. Channel	Year					Score: low-high
	FACTOR I	FACTOR II	FACTOR III	FACTOR IV	FACTOR V	
Geographic Unit	Col1	Col2	Col3	Col4	Col5	Col6
TOTAL						

Fig. 17j

BRAND IMAGE IN THE DISTRIBUTION CHANNELS

Geog. Unit	Year	Distr. Type			Score: low-high
		THE BRAND	BRAND I	BRAND II	
FACTORS	Col.2	Col.3	Col.4	Col.5	Strong / Weak
1. Factor	Col.2	Col.3	Col.4	Col.5	Col.6 (s)
2. Factor					
3. Factor					
4. Factor					

Fig. 17k

RANKING OF BRANDS

Geog. Unit	Year	Distribution Type					Score: low-high
		FACTORY I	FACTORY II	FACTORY III	FACTORY IV	FACTORY V	
FACTORS	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.6
1. Brand (x)	1.	1.	1.	1.	1.	1.	1.
2. Col.1	2. Col.2	2. Col.3	2. Col.4	2. Col.5	2. Col.6		
3.	3.	3.	3.	3.	3.	3.	
4.	4.	4.	4.	4.	4.	4.	

Fig. 17l

STRENGTH AND WEAKNESS ANALYSIS

Geog. Unit	Year	Brand				Score: low-high
		Distribution Channels	FACTOR I	FACTOR II	FACTOR III	
TYPE I	Strong / Weak (s)					
TYPE II	Col.1	Col.2	Col.3	Col.4	Col.5	
TYPE III						
TYPE IV						
TYPE V						
REMAINDER						

Fig. 17m
OVERVIEW OF BRAND IMAGE IN THE DISTRIBUTION CHANNELS

Distr. Channel		Year	Factor		Score: low-high	
Geographic Units	THE BRAND	BRAND I	BRAND II	BRAND III	Strong/Weak	
Col1	Col2	Col3	Col4	Col5	Col6	(x)
TOTAL						

Fig. 17n
BRAND SHARES PER TYPE OF DISTRIBUTION

Geographic Unit	Distribution Channels	TOTAL MARKET			Segment I			Segment II			(Units)		
		#	%	Share %	#	%	Share %	#	%	Share %			
		Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8	Col9	Col10		
	TYPE I Col1												
	TYPE II			100									
	TYPE III			100									
	TYPE IV			100									
	TYPE V			100									
	NEW TYPE A			100									
	NEW TYPE B			100									
	TOTAL MARKET		100	100				100			100		

Fig. 17o

RANKING OF TYPES OF DISTRIBUTION PER CONSUMER SEGMENT

Geog. Unit	Year				(000)
	TOTAL MARKET	SEGMENT I	SEGMENT II	SEGMENT III	
1. Type of Distribution (%)	Type of Distribution (%)				
2. Col.1	Col.2	Col.3	Col.4	Col.5	
3.					
4.					
5.					
6.					

Also in Dollars

Fig. 17p

RANKING OF CONSUMER SEGMENTS PER TYPE OF DISTRIBUTION

Geog. Unit	Year				(000)	
	TOTAL MARKET	TYPE I	TYPE II	TYPE III	TYPE IV	
1. Segment (%)	Segment (%)	Segment (%)	Segment (%)	Segment (%)	Segment (%)	
2. Col.1	Col.2	Col.3	Col.4	Col.5		
3.						
4.						
5.						
6.						

Also in Dollars

Fig. 17r

OVERVIEW OF DISTRIBUTION SEGMENTATION

Geog. Unit	Year							(Units)		
	Distribution Channels	TOTAL MARKET			SEGMENT I			SEGMENT II		
		#	Share %	#	%	Share %	#	%	Share %	
	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10
			100							
			100							
	TOTAL		100	100		100				100

Fig.17s

SALES OBJECTIVES PER CONSUMER SEGMENT AND TYPE OF DISTRIBUTION

Geog. Unit	Year	Brand				(Units)*			
		TOTAL		SEGMENT I		TOTAL		SEGMENT I	
DISTRIBUTION CHANNELS	Total Market	The Brand	Share %	Total Market	The Brand	Share %	The Brand	Share %	
TYPE I Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8	Col9	
TYPE II									
TYPE III									
NEW TYPE A									
NEW TYPE B									
REMAINDER									
T O T A L	100				100				

*Also in dollars

Fig.17t
COMPARISON OF BRAND SHARES PER CONSUMER SEGMENT

Geog. Unit	Year	Brand				(Units)*			
		SEGMENT I		SEGMENT II		SEGMENT III			
DISTRIBUTION CHANNELS	Total Market	Share %	Share %	Difference %	Share %	Difference %	Share %	Difference %	
TYPE I Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8	Col9	
TYPE II	-								
TYPE III									
NEW TYPE A									
NEW TYPE B									
REMAINDER									
T O T A L									

*Also in dollars

Fig. 17u.
COMPARISON OF DISTRIBUTION AND PRODUCT STRATEGIES

Geog. Unit	Year	Brand						(Units)	
		Distribution Channels		Total Market		Brand Sales		Total	%
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8		
TYPE I	Col.11	Col.12	Col.3	Col.4	Col.5	Col.6	Col.7		
TYPE II									
TYPE III									
TYPE A									
TYPE B									
REMAINDER									
TOTAL		100						100	

* Also in dollars

Fig. 17x

OVERVIEW OF PRODUCT STRATEGY PER TYPE OF DISTRIBUTION

Distribution Channel	Year	Brand						(Units)	
		Geographic Units		TOTAL MARKET		BRAND SALES		TOTAL	%
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8		
TOTAL		100						100	

* Also in dollars

Fig. 17y

DISTRIBUTION STRATEGY OVERVIEW

Geog. Unit Distribution Channels	Brand				(Units)			
	Year				Year			
	Market	Brand Sales			Market	Brand Sales		
	#	#	%	Share %		#	#	Share %
TYPE I	Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8
TYPE II								
TYPE III								
TYPE A								
TYPE B								
REMAINDER								
TOTAL			100				100	

*Also in dollars

Fig. 17z

OVERVIEW OF SALES OBJECTIVES

Distri. Channel Geographic Units	Brand				(Units)			
	Year				Year			
	Market	Brand Sales			Market	Brand Sales		
	#	#	%	Share %		#	#	Share %
Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8	Col9
TOTAL			100				100	

*Also in dollars

Fig. 17aa

NUMBER OF OUTLETS DEVELOPMENT FORECAST

Geog. Unit

Distribution Channels	Year		Year		Year	
	Outlet #	Growth %	Outlet #	Growth %	Outlet #	Growth %
TYPE I Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
TYPE II						
TYPE III						
NEW TYPE A						
NEW TYPE B						
REMAINDER						
T O T A L						

*Also in dollars

Fig. 17bb

OVERVIEW OF NUMBER OF OUTLETS DEVELOPMENT

Distr. Channel

Geographic Units	Year		Year		Year	
	Outlet #	Growth %	Outlet #	Growth %	Outlet #	Growth %
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
T O T A L						

*Also in dollars

Fig. 17cc

DEVELOPMENT OF DISTRIBUTION OBJECTIVES

Geog. Unit	DISTRIBUTION CHANNELS	YEAR		BRAND		(UNITS)			
		#	%	Current %	YEAR %	Current %	YEAR	#	%
TYPE I Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10
TYPE II									
TYPE III									
TYPE A									
TYPE B									
REMAINDER									
TOTAL		100							

* Also in dollars

Fig. 17dd

NUMBER OF OUTLETS OBJECTIVES

Geog. Unit	DISTRIBUTION CHANNELS	Total Market		Current Distributors		Outlets Needed		Difference	Brand	(Units 000)
		Outlets #	Average Sales	Outlets #	Average Sales	Outlets	Targeted			
TYPE I Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10	Col.11
TYPE II										
TYPE III										
TYPE A										
TYPE B										
REMAINDER										
TOTAL										

* Also in Dollars

Fig. 18a

MEDIA EXPENDITURE ANALYSIS

(3000)

Geog. Unit

Year

Geog. Unit	Year	Media Expenditure Analysis (3000)							
		Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9
Medium A									
Medium B									
Medium C									
Medium D									
Medium E									
Medium F									
Medium G									
Medium H									
Medium I									
Medium J									
Medium K									
Medium L									
Medium M									
Medium N									
Medium O									
Medium P									
Medium Q									
Medium R									
Medium S									
Medium T									
Medium U									
Medium V									
Medium W									
Medium X									
Medium Y									
Medium Z									
100 %									
Brand Share									

S. O. V. = Share of voice

Fig. 18b

RANKING OF BRANDS ACCORDING TO MEDIA EXPENDITURE

(000)

Geog. Unit

Year

Geog. Unit	Year	Ranking of Brands				
		Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1.						
2.						
3.						
4.						
5.						

S.O.V. = Share of voice

Fig. 18c

RANKING OF BRANDS MEDIUM

(000)

Geog. Unit

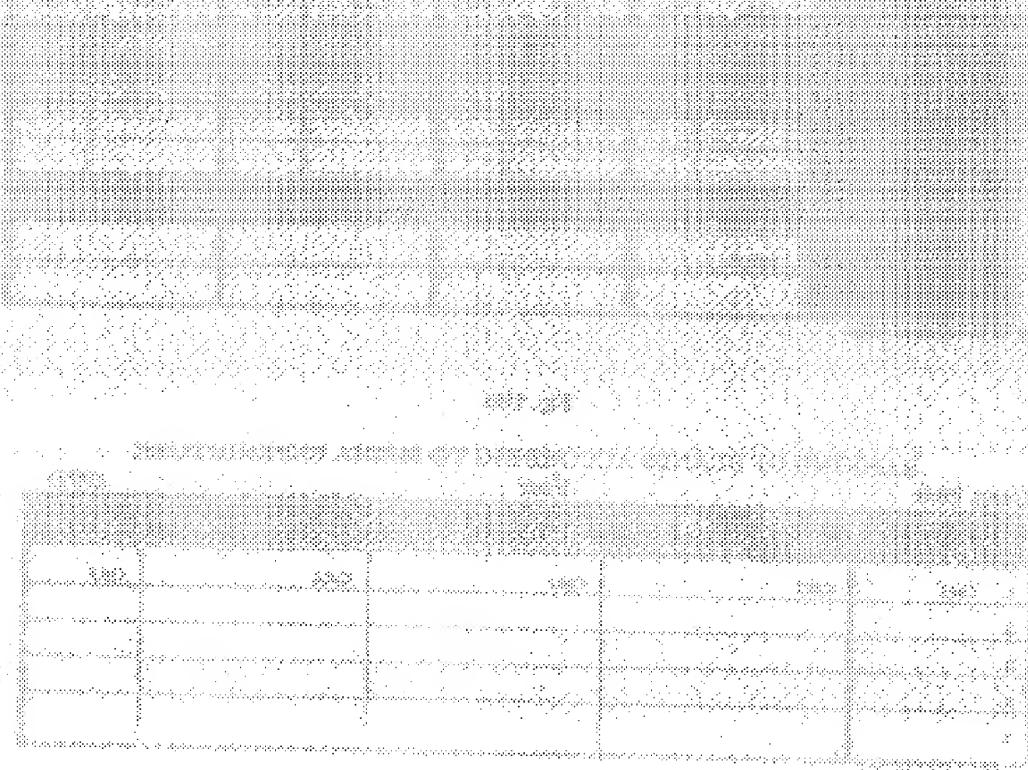
Year

Geog. Unit	Year	Ranking of Brands Medium				
		Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
1.		1.		1.		1.
2.		2.		2.		2.
3.		3.		3.		3.
4.		4.		4.		4.
5.		5.		5.		5.

WO 01/18730

PCT/US00/24780

S.O.V. = Share of voice



000 000
000000 000000 000000

Fig. 18d

OVERVIEW OF MEDIA EXPENDITURE

Medium	Year	(\$000)					
1950-51	1951-52	1952-53	1953-54	1954-55	1955-56	1956-57	
1. Capital							
a) Capital							
b) Capital							
2. Current							
a) Current							
b) Current							
3. Total							
a) Total							
b) Total							
4. Surplus							
a) Surplus							
b) Surplus							
5. Total							
a) Total							
b) Total							

Fig. 18e

PURCHASE STEP ANALYSIS

Consumer Segment

Fig. 18r

BRAND RANK ANALYSIS

Consumer Segment

Year	Consumer Segment											
	Geographic Segment	Brand Share	Market Share	Product Line	Category	Sub-Category	Brand	Product	Segment	Region	Market	Segment
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col. 9	Col.10	Col.11	Col.12	Col.13
2023	North America	35%	12%	Electronics	Smartphones	Apple	iPhone 15	High	Urban	USA	Smartphones	High
2024	Europe	28%	10%	Electronics	Smartphones	Samsung	Galaxy S24	Medium	Rural	EU	Smartphones	Medium
2025	Asia-Pacific	42%	15%	Electronics	Smartphones	Xiaomi	Mi 13	Low	Suburban	APAC	Smartphones	Low
2026	Latin America	10%	5%	Electronics	Smartphones	Realme	Realme GT5	Very Low	Remote	LA	Smartphones	Very Low
2027	Africa	8%	3%	Electronics	Smartphones	itel	itel 8	Very Low	Remote	AFRICA	Smartphones	Very Low
2028	Middle East	7%	2%	Electronics	Smartphones	OPPO	OPPO A3	Very Low	Remote	MIDDLE EAST	Smartphones	Very Low
2029	Oceania	3%	1%	Electronics	Smartphones	Motorola	Motorola Moto G7	Very Low	Remote	OCEANIA	Smartphones	Very Low
2030	Global	25%	8%	Electronics	Smartphones	Realme	Realme 10	Very Low	Remote	GLOBAL	Smartphones	Very Low

Fig. 18g

SETTING ADVERTISING GOALS

Geog. Unit	Consumer Segment							
	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8
Current Year Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	
Year (1)								
Year (2)								
Year (3)								
Excluded Units Period Excluded								
Base = Consumer Base	Index Base = Awareness Level							

Fig. 18h

OVERVIEW OF ADVERTISING GOALS

Year	Brand								(Units)
	Geographic Units	Consumer Base (1000)	Accepted by Brand						
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8		
Grand Total									
Base = Consumer Base									

Fig. 18i

Geog. Unit	ADVERTISING SENSITIVITY ANALYSIS			(Units)
	Year	Year	Year	
Media Budget	1			
Brand Sales	2			
Awareness %	3			
Acceptance %	4			
Preference %	5			
Purchase Level %	6			
Market Share %	7			
Total Media Spending \$	8			
Factor (x)	9			

Fig. 18j

MEDIA PLAN DEVELOPMENT		
GEOG. UNIT:	YEAR	CAMPAIGN I
MEDIUM: Magazine	Good Housekeeping	Consumers #:
TIMING	May 1-June 15	600,000
CONSUMER SEGMENT	Women 25-40	600,000
ADVERTISING GOALS	Media Reach (GRM): 44%	264,000
Number of contacts	72,000	72,000
Media Index	124,000	124,000
Insertions needed	162	162
PLACEMENT COSTS:	5 U.S. \$ 15,000	
CAMPAIGN EXPENSE:	6 U.S. \$ 225,000	
AWARENESS LEVEL:	7 40%	81,600
PURCHASE LEVEL:	8 8%	6,528
FREQUENCY OF PURCHASE:	9 Sales potential (in units): 6,528	

WO 01/18730

PCT/US00/24780

* Gross rating point

Fig. 18k

MEDIA PLAN

YEAR

GEOG. UNIT

MEDIUM	CONSUMER COVERAGE	AWARENESS LEVEL	POT. SALES (\$000)	ADV. BUDGET (\$000)	SALES (\$000)			
VEHICLE I	Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8
VEHICLE II								
VEHICLE III								
VEHICLE IV								
DUPLICATIONS %:								
			SALES OBJ. (\$000)	9			AWARENESS: %	11
			Difference (\$000):	10	%		Differences %:	12

Fig. 18l

MEDIA PLAN SUMMARY

YEAR

GEOG. UNIT

MEDIUM	CONSUMER COVERAGE	AWARENESS LEVEL	POT. SALES (\$000)	ADV. BUDGET (\$000)	SALES (\$000)			
MEDIUM I	Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8
MEDIUM II								
MEDIUM III								
MEDIUM IV								
MEDIUM V								
MEDIUM VI								
TOTAL								

Fig. 18n

ADVERTISING BUDGET

(000)

Geog. Unit	Sales %	Advertising Budget - current year			Advertising Budget - previous year			Total
		MEDIA	Other	Total	Media	Other	Total	
Year	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9
1999								
2000								
2001								
2002								
2003								
2004								
2005								
2006								
2007								
2008								
2009								
2010								
2011								
2012								
2013								
2014								
2015								
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2094								
2095								
2096								
2097								
2098								
2099								
20000								

Fig. 18n

ADVERTISING BUDGET OVERVIEW

(000)

Geog. Unit	Media	Year		Year		Year		Year
		S	Growth Rate %	S	Growth Rate %	S	Growth Rate %	
MEDIUM I	Col.2	Col.3						
MEDIUM II								
MEDIUM III								
TOTAL								

Fig. 18o

ADVERTISING STRATEGY OVERVIEW

(Units)

Year	Geographic Unit	Media	Advertising Budget (000)		Strategy
			Col.1	Col.2	
1999					
2000					
2001					
2002					
2003					
2004					
2005					
2006					
2007					
2008					
2009					
2010					
2011					
2012					
2013					
2014					
2015					
2016					
2017					
2018					
2019					
2020					
2021					
2022					
2023					
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2092					
2093					
2094					
2095					
2096					
2097					
2098					
2099					
20000					

Fig. 12g

NUMBER OF UNITS OWNED

(000)

Year

Geographic Units	Production (000)	Number of Owners With			Average Units Owned (000)	Total Units owned (000)
		One unit	Two units	Three units		
	Col 1	Col 2	Col 3	Col 4	Col 5	Col 6
TOTAL MARKET						

Fig. 12h

NET SCRAPPAGE CALCULATION

(000)

Year

Geographic Units	Number of Units Scrapped (000)	Units Replaced		Average Net Scrappage (000)	Total Net Scrappage (000)
		Col 1	Col 2		
	Col 1	Col 2	Col 3	Col 4	Col 5
TOTAL MARKET					

Fig. 12i

REPLACEMENT PURCHASES

(Units)

Year

Geographic Units	Year	Year		Year		Year		Year	
		Col 1	Col 2	Col 3	Col 4	Col 5	Col 6	Col 7	Col 8
	Col 1	Col 2	Col 3	Col 4	Col 5	Col 6	Col 7	Col 8	
TOTAL MARKET									

Fig. 12j

Market Forecast III - Consumer Durables

Option:1 / 2

(Units)

Year	Current Year		Future Year		Future Year		
	Geog.Units	Current Year	Future Year	Future Year	Future Year	Future Year	
	Col1	Col2	Col3	Col4	Col5	Col6	Col7
TOTAL Market							

Fig. 12k

ADDITIONAL PURCHASES DEVELOPMENT

Geographic Units	Past Year		Past Year		Future Year		Future Year	
	#	Growth Rate %	#	Growth Rate %	#	Growth Rate %	#	Growth Rate %
	Col1	Col2			Col5	Col6		
TOTAL Market								

Fig. 12l

FINAL MARKET FORECAST

(Units)

Geographic Units	Current Year		Future Year		Future Year		Future Year	
	Col1	Col2	Col3	Col4	Col5	Col6	Col7	
TOTAL Market								

Fig. 12m

MARKET DEVELOPMENT SUMMARY

Geographic Units	Mty	Market EOP		Growth Rate %	Market Rank	Current Market		Planned Sales Rank
		#	%			#	%	
	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8
TOTAL Market			100				100	

Mty= Market Maturity Indication Introduction / Growth / Maturity / Decline

EOP= End of Planning period defined by user

\$Sales Rank= Rank of Geographic unit in the dollar sales market.

Fig. 12n

STRATEGY SUMMARY

Geographic Units	Mty	Current Brand Share			Strategy Indications			
		#	%	Rank	Share Growth	Maintain	Develop	Harvest
	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8
TOTAL Market								

Fig. 12a

YEAR: period		MARKET MONITOR				(Units)	
Geog. Units	Month	Month		Month		Quarter Total	
		#	%	#	%	#	%
Geog. I Plan Actual	Col.1 A. B.	Col.2					
Difference	C						
Geog. II Plan Actual							
Difference							
TOTAL Plan Actual							
Difference							

Also in Dollar

Fig. 12p

YEAR: Period		Cons. Seg.				(Units)	
Geog. Units	Year-to-Date				Period:		Difference
	Plan	Actual	Difference		Plan	Actual	
	Col.1	Col.2	Col.3	Col.4			
TOTAL Market							

Also in Dollars

Fig. 12r

MARKET BREAKDOWN ACCORDING TO CONSUMER SEGMENT

Geographic Units	Past Year				Future Year			
	Segment Size		Market Size		Segment Size		Market Size	
	#	%	#	%	#	%	#	%
	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8
TOTAL		100		100		100		100

Fig. 12s

INITIAL SELECTION OF TARGET CONSUMER SEGMENT

(Units)

Subsegments	Current Year			End of Planning Period			Primary Selection
	Sales #	Share %	SSales Rank	Sales #	Share %	SSales Rank	
1. Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8
2.							
3.							
4.							
5.							

Fig. 12t

MARKET OVERVIEW PER CONSUMER SEGMENT

Geog.Unit:	(Units)							
	Past Year		Past Year		Future Year		Future Year	
Subsegments	Sales #	Growth %	Sales #	Growth %	Sales #	Growth %	Sales #	Growth %
1. Col.1	Col.2	Col.3			Col.4	Col.5		
2.								
3.								
4.								
5.								

Fig. 12u

MARKET OVERVIEW PER SEGMENT AND GEOGRAPHIC UNIT

Subsegment	Past Year				Future Year			
	Geographic Units		Sales	Growth %	Sales	Growth %	Sales	Growth %
	Col.1	Col.2			Col.3	Col.4		
1. Col.1								
2.								
3.								
4.								
5.								

Fig. 13a

BRAND SHARE DEVELOPMENT - FORECAST I

Year	(Units)										
	Geographic Units	The Brand		Brand I		Brand II		Remainder		Total Market	
		#	Share %	#	Share %	#	Share %	#	Share %	#	Share %
		Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9	Col. 10
											100
											100
											100
	TOTAL										100

Fig. 13b

BRAND SHARES COMPARISON

Geographic Units	Year			Year		
	Sales share %		\$Sales share	Sales share %		\$Sales share
	#	Share %	#	Share %	#	Share %
	Col. 1	Col. 2	Col. 3			
	TOTAL					

Fig. 13c

GROWTH RATES COMPARISON

Geographic Units	Brand Sales			Market share Brand		
	Growth Rate %		\$Growth Rate %	Growth Rate %		\$Growth Rate %
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6
	TOTAL					

Fig. 13d

WINNING AND LOSING BRANDS

Geog. Unit

Brands gaining share:				Brands losing share:			
Current Year		End of Planning Period		Current Year		End of Planning Period	
Brands	Gain	Brands	Gain	Brands	Loss	Brands	Loss
Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8

Fig. 13e

STRONG AND WEAK GEOGRAPHIC UNITS

Brand

Strong Geographic Units				Weak Geographic Units			
Current Year		End of Planning Period		Current Year		End of Planning Period	
Geog. Units	Share %	Geog. Units	Share %	Geog. Units	Share %	Geog. Units	Share %
Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
Average Share				Average Share			

Fig. 13f

AVERAGE CONSUMPTION

Brand

(Units)

Cons. Seg.	Year			Year		
Geographic Units	Consumers (000)	Average Consumption	Sales	Consumers (000)	Average Consumption	Sales
	Col. 1	Col. 2	Col. 3			
TOTAL						

Fig. 13g

CONSUMPTION SHARE ANALYSIS

Consumer Segment

(Units)

Col. 1	Year			Year		
	Consumers (000)	Average Consumption	Sales	Consumers (000)	Average Consumption	Sales
	%	#	%		%	%
The BRAND	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	
BRAND I						
BRAND II						
TOTAL	100			100		100

Fig 13h

CONSUMPTION PER CONSUMER SEGMENT

Brand

Col. 1	Year			Year		
	Consumers (000)	Average Consumption	Sales	Consumers (000)	Average Consumption	Sales
	%	#	(000)	%	(000)	%
Segment I	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	
Segment II						
Segment III						
TOTAL	100			100		100

Fig. 13i

Brand		Total Market		Year			(Units)				
				Current Year		Planning Year					
Geog. Units	Strategy	Sales		Brand Sales	%	Share %	Brand Sales	%	Share %		
		Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9	Col. 10
1.											
2.											
3.											
TOTAL				100		100				100	

Fig. 13j

Brand		Strong Position		Year			(Units)		
				Action Needed:					
Geographic Units	Rank	Share %	Competing		Geographic Units	Rank	Share %	Competing	
			Brand	Share %				Brand	Share %
Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9	Col. 10

Rank: according to market size

Fig. 13 k

Brand		Future Year				Future year				(Units)	
		Sales	Change %	Share %	Change %	Sales	Change %	Share %	Change %		
		Col. 1	Col. 2	Col. 3	Col. 4						
TOTAL											

Fig. 13l

MARKET AND BAND SALES FORECAST

(Units)

Brand	Geographic Units	Future Year			Future Year		
		Market Sales	Brand Sales	Brand Share %	Market Sales	Brand Sales	Brand Share %
		Col.1	Col.2	Col.3			
TOTAL							

Fig. 13 m

SUMMARY OF BRAND SALES AND SHARE OBJECTIVES

Consumer Segment

(Units)

Brand	Geographic Units	Current year			End of Planning Period					
		Market Sales	Brand		Market Sales		Brand Sales		Market Sales	
			Sales	Share %	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9
		Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9
TOTAL										

Fig. 13n

RANKING OF GEOGRAPHIC UNITS ACCORDING TO SALES

Consumer Segment

(Units)

Brand	Major Sales Growth				Major Sales Loss			
	Geographic Units	Current Sales	EOP Sales	Difference	Geographic Units	Current Sales	EOP Sales	Difference
	Col.1	Col.2	Col.3	Col.4				
1.								
2.								
3.								
4.								

EOP = End of Planning Period

Fig. 13o

RANKING OF GEOGRAPHIC UNITS ACCORDING TO BRAND SHARE

Brand	Consumer Segment				Major Share Loss			(Units)
	Major Share Growth			Major Share Loss				
	Geographic Units	Current Share %	EOP Share %	Difference	Geographic Units	Current Share %	EOP Share %	Difference
1. CoLi	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	
2.								
3.								
4.								

EOP = End of Planning Period

Fig. 13p

COMPARISON OF MARKET AND BRAND SALES GROWTH

Brand	Consumer Segment				(Units)		
	Market Sales		Brand Sales		Market Share		
Geographic Units	Growth	Change %	Growth	Change %	Growth	Change %	Market Share
1.							
2.							
3.							
TOTAL							

Fig. 13r

STRENGTH AND WEAKNESS ANALYSIS

	STRENGTH	Rank	WEAKNESS	Rank
1. Geographic Units	Col. 1	Col. 2	Col. 3	Col. 4
Average market share				
2. Consumer Segments				
3. Product Features				
# of Products				
4. PRICE				
Average Price \$				
5. ADVERTISING				
MEDIA				
ADV. BUDGET				
S.O.V.				
6. BRAND IMAGE				
Awareness:				
Acceptance:				
Preference:				
Market Share				
7. PROMOTION				
8. DISTRIBUTION				
Distribution Image				
9. OBSERVATIONS				

Fig. 13s

Year: period		BRAND SALES MONITOR													
		Brand:		Product Type:		(Units)									
Geog. Units	Total														
	Market Sales				Brand Sales										
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10						
TOTAL															

Also in Dollar

Fig. 13t

Geographic Unit:		COMPETITIVE SALES MONITOR													
		Year: period		Product Type:		(Units)									
Brands	Total														
	Brand Sales				Brand Shares										
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10						
The Brand															
Brand I															
Brand II															
TOTAL															

Also in Dollar

Fig. 13u

Geographic Unit:		SALES MONITOR PER CONSUMER SEGMENT													
		Brand		Year: period		(Units)									
Consumer Segments	Total														
	Brand Sales				Brand Shares										
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10						
Segment I															

Segment II						
TOTAL						

Also in Dollar

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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Fig.13v

Y-T-D MONITOR

Brand	Year: Period			Consumer Segment		Product Type		(Units)		
	Geog. Units	Year-to-Date			Period:		Plan	Actual	Difference	
		Plan	Actual	Difference	Plan	Actual				
TOTAL										

Also in Dollars

Fig. 13w

BRAND SALES AND OBJECTIVES PER CONSUMER SEGMENT

Geog. Unit	Year										(Units)	
	The Brand			Brand I		Brand II		Remainder		Total Market		
Consumer Segment	#	Share %	#	Share %	#	Share %	#	Share %	#	Share %		
13 to 25	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10	Col.11	
26 to 50											100	
50 plus											100	
TOTAL											100	

Also in Dollars

Fig. 13x

INITIAL SELECTION OF TARGET CONSUMER SEGMENT

Geog. Unit	Brand						(Units)		
	Current Year			End of Planning Period			Major Competitor	Selection	
Subsegments	Sales #	Share %	Rank	Sales #	Share %	Rank		Pre	Tgt
1. Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10
2.									
10.									

Also in Dollars

Rank = ranking number according to market size

Pre = Preselection (step 66)

Tgt = target selection

Fig. 13y

Segment	Year										(Units)	
	The Brand		Brand I		Brand II		Remainder		Total Market			
Geographic Units	#	Share %	#	Share %	#	Share %	#	Share %	#	Share %	#	Share %
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10	Col.11		
											100	
											100	
TOTAL											100	

Also in Dollars

Fig. 13z

Geog. Unit	Year										(Units)	
	The Brand		Brand I		Brand II		Remainder		Total Market			
Consumer Segments	#	Share %	#	Share %	#	Share %	#	Share %	#	Share %	#	Share %
1. Col. 1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	Col.10	Col.11		
											100	
											100	
											100	
10.											100	

Also in Dollars

Fig. 13aa

SUMMARY OF SALES OBJECTIVES PER TARGET SEGMENT

Brand	Year			(Units)		
	Total Market		Segment I		Segment II	
Geographic Unit	Market Sales	Brand Sales	Brand Share %	Market Sales	Brand Sales	Brand Share %
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
TOTAL						

Also in Dollars

Fig. 13bb

BRAND OWNERSHIP CONSUMER DURABLE GOODS

Geog. Unit	Year			(Units)		
	The Brand	Brand I	Brand II	Remainder	Total Market	
Consumer Segment	#	#	#	#	#	Share %
13 to 25	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6
26 to 50					Col.7	Col.8
50 plus					Col.9	Col.10
TOTAL						Col.11
						100
						100
						100

Fig. 13cc

BRAND OWNERSHIP SHARE VS. MARKET SHARE ANALYSIS

Geog. Unit	Year			Consumer Segment		(Units)	
	Brands	Brand Sales	Brand Share %	Ownership Share %	Difference		
1. Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8
2.							
3.							

Fig. 13dd

OVERVIEW OF BRAND OWNERSHIP PER GEOGRAPHIC UNIT

Brand	Consumer Segment								(Units)	
	Geographic Units		Year		Demographic					
	Category	Segment	Market Share	Brand Share	Difference	Age Group	Gender	Share		
Col1	Col2	Col3	Col4	Col5						
Overall	Segment A	Segment B	Market Share %	Brand Share %	Difference %	Age Group	Gender	Share %		

Fig. 14a.

KEY FINANCIAL INDICATORS ANALYSIS

Geog. Unit	Year	Product Types					
		UNIT I		UNIT II		\$ (000)	% of Sales
FINANCIAL INDICATORS	Prod. Type	Prod. Type	Prod. Type	Prod. Type	Prod. Type		
SALES							100
Cost of Goods	Co.1	Col.2	Col.3	Col.4	Col.5	Co.6	Co.7
REVENUE							
Revenue Adjustments							
NET REVENUE							
Marketing Expense							
Selling Expense							
Other Direct Expenses							
TOTAL DIRECT EXP.							
BRAND CONSTRUCTION							
Indirect Expenses							
TOTAL EXPENSES	w/a						
BUSINESS INCOME							
Allocations							
TOTAL EXPENSES							
BUSINESS INCOME							

w/a = without allocations

	YEAR			YEAR		
	PROD. TYPE	UNIT I	UNIT II	PROD. TYPE	UNIT I	UNIT II
DISCOUNT	col.1	Co.2	Col.3			

Fig. 14b
COMPARISON OF KEY FINANCIAL INDICATORS

Geog. Unit:	YEAR (\$000)					
	PRODUCT	COMPARED TO	PRODUCT	COMPARED TO	PRODUCT	COMPARED TO
SALES	BETTER	PRODUCT	COMPARED TO	WORSE	PRODUCT	COMPARED TO
REVENUE INDICATORS	1.			1.		
	2.			2.		
	3.			3.		
	4.			4.		
	5.			5.		
	1.			1.		
	2.			2.		
	3.			3.		
	4.			4.		
	5.			5.		
COST INDICATORS	6.			6.		

Fig. 14c

KEY FINANCIAL INDICATORS PER BRAND

Geog. Unit	Year	REPRODUCED BY		BRAND I		BRAND II	
FINANCIAL INDICATORS		\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales
SALES			100 %				100 %
Cost of Goods	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
REVENUE							
Revenue Adjustments							
NET REVENUE							
Marketing Expense							
Selling Expense							
Other Direct Expenses							
TOTAL DIRECT EXP.							
BRAND CONTRIBUTION							
Indirect Expenses							
TOTAL EXPENSES w/a							
BUSINESSINGCOM							
Allocations							
TOTAL EXPENSES							
BUSINESSINGCOM							

w/a = without allocations

Fig. 14d

Geog. Unit	COST ITEM ANALYSIS		Year		(\$000)	
	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6
SALES					100 %	100 %
COST OF GOODS Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
REVENUE						
ADJUSTMENTS						
Adjustment I						
Adjustment II						
NET REVENUE						
MARKETING EXP.						
Advertising						
Promotion						
Market Research						
Other						
SELLING EXPENSE						
Sales Force						
Administration						
Other						
OTHER DIRECT EXP.						
Expense I						
Expense II						
Expense III						
INDIRECT EXPENSES						
Expense I						
Expense II						
ALLOCATIONS						
Allocation I						
BUSINESS INCOME						
HURDLE RATE						

Geog. Unit	Product Line	Year	(\$000)
SALES			
COST OF GOODS	Col.1	Col.2	
REVENUE			
ADJUSTMENTS			
<u>Adjustment I</u>			
<u>Adjustment II</u>			
NET REVENUE			
MARKETING EXP.			
Advertising			
Promotion			
Market Research			
Other			
SELLING EXPENSE			
Sales Force			
Administration			
Other			
OTHER DIRECT EXP.			
Expense I			
Expense II			
Expense III			
INDIRECT EXPENSES			
Expense I			
Expense II			

Fig. 14c

COST ITEM ANALYSIS PER PRODUCT TYPE

Geog. Unit	Product Line	Year	TYPE I		TYPE II	
			\$ (000)	% of Sales	\$ (000)	% of Sales
SALES				100 %		100 %
COST OF GOODS	Col.1	Col.2	Col.4	Col.5	Col.6	Col.7
REVENUE						
ADJUSTMENTS						
<u>Adjustment I</u>						
<u>Adjustment II</u>						
NET REVENUE						
MARKETING EXP.						
Advertising						
Promotion						
Market Research						
Other						
SELLING EXPENSE						
Sales Force						
Administration						
Other						
OTHER DIRECT EXP.						
Expense I						
Expense II						
Expense III						
INDIRECT EXPENSES						
Expense I						
Expense II						

ALLOCATIONS						
Allocation 1						
BUSINESS INCOME TAX						
HURDLE RATE						
DIFFERENCES						

Fig. 14f

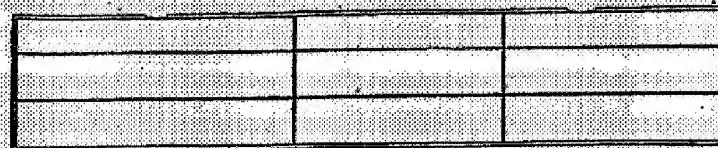
BREAK-EVEN ANALYSIS

Geog. Unit	Year	The Product	Comparison
		\$ (000)	\$ (000)
RETAIL PRICE Col.1	Col.2	Col.3	Col.4
MARKETING EXPENSE			
SELLING EXPENSE			
OTHER DIRECT EXPENSE			
INDIRECT EXPENSE			
ALLOCATIONS			
TOTAL FIXED COSTS			
VARIABLE COSTS (per unit)			
QUANTITY INCREMENT			
DISCOUNT RATE %			

UNITS SOLD (000)	PROFIT/LOSS %	PROFIT/LOSS %
Col.1	Col.2	Col.3

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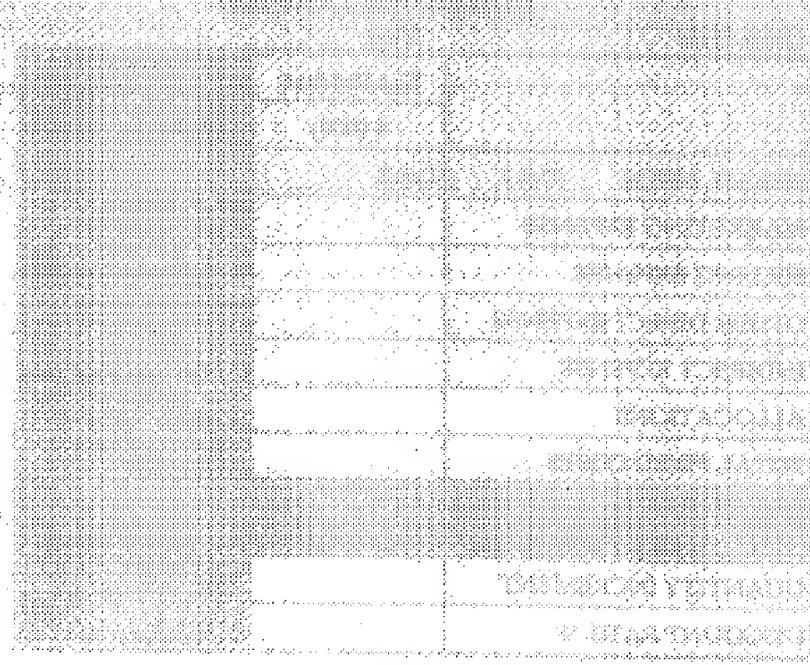


Fig. 14g

P & L ANALYSIS AT DIFFERENT SALES LEVELS

Geog. Unit	Year	Product Type	UNIT					
			VERSION I	VERSION II	VERSION III			
FINANCIAL INDICATORS	ESTIMATED DATA		\$ (000)	% Sales	\$ (000)	% Sales	\$ (000)	% Sales
SALES	1000			100		100		100
Cost of Goods Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9
NET BUSINESS INCOME								
Marketing expense								
Selling expense								
Other direct expenses								
DIRECT EXPENSE								
BRAND CONTRIBUTION								
Indirect expense								
INCOME WAY								
Allocations								
TOTAL EXPENSE								
NET BUSINESS INCOME								
DIFFERENCE 1st								
SALES								
BRAND CONTRIBUTION								
INCOME								
SALES INCREASE : %								DISCOUNT %:

Fig. 14h
MARKET PROFITABILITY COMPARISON

Consumer Segments	Year	Product type					
		Geog. Unit I		Geog. Unit II		Geog. Unit III	
FINANCIAL INDICATORS		\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales
SALES		100		100		100	
Cost of Goods	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
REVENUE							
Revenue Adjustments							
NET REVENUE							
Marketing Expense							
Selling Expense							
Other Direct Expenses							
TOTAL DIRECT EXP.							
BRAND CONTRIBUTION							
BUSINESS INCOME							

w/a = without allocations

Highest Level		100%		
1	2	3	4	5

Fig. 18p

RANKING OF ADVERTISING EFFICIENCY

Geographic Units	Sales / \$10,000	Brand Share %	Major Media
1. Col.1	Col.2	Col.3	Col.4
2.			
3.			
4.			
5.			
6.			
7.			

Fig. 18r

ADVERTISING STRATEGY COMPARISON

Year

(Units)

Geog. Unit	Brand Share %	Sales / \$10,000 (1000)	Brand Share %	Advertised Budget / \$1000 (1000)	Sales / \$10,000	Advertised Budget / \$1000 (1000)
The Brand Col. 1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
Brand I						
Brand II						
TOTAL						

Fig. 18s

Geog. Unit	Year/Period	ADVERTISING SPENDING MONITOR								(Units)	
		MARKET				Brand					
		Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual		
MEDIUM I	Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9		
MEDIUM II											
MEDIUM III											
TOTAL											

Fig.18t
CAMPAIGN EVALUATION

Geog. Unit	Year	Consumer Segment				Brand		
		Awareness		Acceptance				
		Plan	Actual	Plan	Actual			
Vehicle I	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9
Vehicle II								
Vehicle III								
Vehicle IV								
TOTAL								

Base Consumer Base

Fig.18u
YEARLY OVERVIEW

Geog. Unit	Year	Consumer Segment				Brand	Medium		
		Awareness		Acceptance					
		Plan	Actual	Plan	Actual				
SALE (1000)	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	
Acceptance %									
Preference %									

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Patent Base
Base: Consumer Base

Fig. 19a

PROMOTIONAL EXPENDITURE ANALYSIS

Geog. Unit	Year						(S000)	
	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7		
1. Total Promotional Expenditure								
2. Advertising								
3. Personal selling								
4. Sales promotion								
5. Publicity								
6. Total Promotional Expenditure	100	100	100	100	100	100	100	100
7. Total Promotional Expenditure as a % of Total Marketing Expenditure	100 %							
8. Total Media Spending as a % of Total Marketing Expenditure								
9. Total Media Spending as a % of Total Promotional Expenditure								

S. O. P. = Share of promotion

RANKING OF BRANDS ACCORDING TO MEDIA EXPENDITURE

Geog. Unit	Year					(000)
	Brands Expenditure	Promotional Expenditure	Share of promotion Expenditure	Brand Share	Share of Marketing Expenditure	
1. Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
2.						
3.						
4.						
5.						

S.O.V.=Share of promotion

RANKING OF BRANDS PER TYPE OF PROMOTION

Geog. Unit	Year					(000)
	PROMOTIONAL EXPENDITURE					
1. Col.1	Col.2	1.	1.	1.	1.	1.
2.		2.	2.	2.	2.	
3.		3.	3.	3.	3.	
4.		4.	4.	4.	4.	

5.	5.	5.	5.	5.	5.
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S.O.P. - Share of promotion

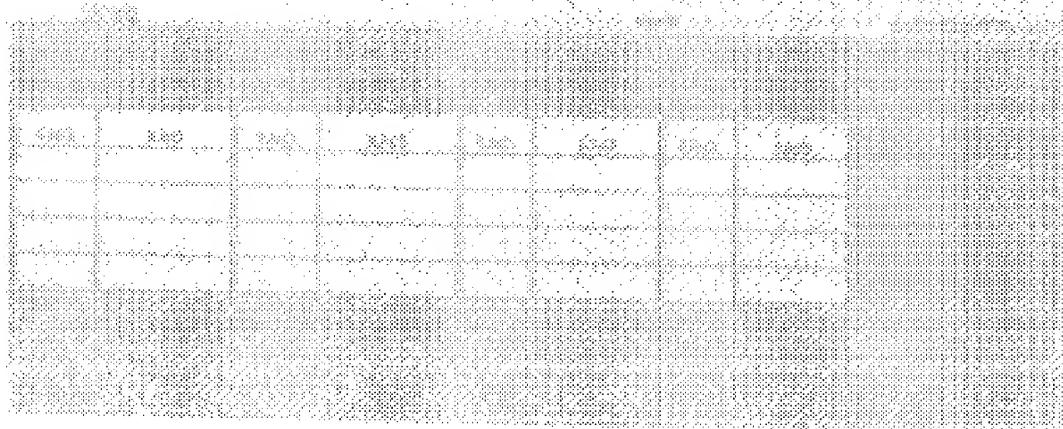


Fig. 19d

Geog. Unit		RANKING PROMOTION TYPES PER BRAND				(000)	
		Year		Year		Year	
		Promotion Type		Promotion Type		Promotion Type	
L	Col1	Col2	1.	1.	1.	L	
1.			2.	2.	2.	2.	
2.			3.	3.	3.	3.	
3.			4.	4.	4.	4.	
4.			5.	5.	5.	5.	
5.							

S.O.P.= Share of promotion

Fig. e

OVERVIEW OF PROMOTIONAL EXPENDITURE

Type of Promotion	Year								(S000)		
Geographic Unit	Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8	Col9	Col10	Col11
1.											
2.											
3.											
4.											
5.											
6.											
7.											
8.											
9.											
10.											
11.											
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90.											
91.											
92.											
93.											
94.											
95.											
96.											
97.											
98.											
99.											
100.											

Fig. 19f

PROMOTION INVENTORY				
Geographic unit		Year		
Type of Promotion	Description/ Objective	Effectiveness Ratio %	Cost Efficiency	Brands Using
Col.1	Col.2	Col.3	Col.4	Col.5

Fig. 19g

PROMOTIONAL STRATEGY DEVELOPMENT			
Geographic unit	Year		
CAMPAIGNS	I	II	III
OBJECTIVE	1		
TARGET	2		
TYPE OF PROMOTION	3		
SIZE	4		
PERIOD	5		
TIMING	6		
RATIONALE	7		
SALES TARGET	8		
RESULTS	9		
COMMENTS	10		

Fig. 19h

PROMOTION STRATEGY OVERVIEW

Year	Promotion Budget		% of Adv. Budget	Advertising Budget		Campaign I	Campaign II	Campaign III
	\$	%		\$	%			
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9
Highest Level								
Total								

Fig. 19i

OVERVIEW OF PROMOTIONAL CAMPAIGNS

Geog. Unit	Year						(Units)	
	Campaign Size		SALES TARGETS		BUDGET		SALES / \$10,000	
	(000)	\$ / 000	(000)	%	(000)	%		
Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8	Col9
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
New Type								
TOTAL					100		100	

Fig. 19J

PROMOTION STRATEGY OVERVIEW

Year

(UNITS)

Geog. Unit	Type of Promotion	Size of Campaign	Sales Targets			Sales Actual			Budget \$ (000)
			(000)	Response Rate	Unit/S	(000)	Response Rate	Unit/S	
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	
TOTAL									

Fig. 19K

RANKING OF PROMOTIONS ACCORDING TO COST EFFICIENCY

Year

(Units)

Geog. Unit	Type of Promotion	Size of Campaign	Sales (000)	Effectiveness Ratio	Units Sold / \$ 10,000	Budget \$ (000)
1. Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
2.						
3.						
4.						
5.						
6.						

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US00/24780

A. CLASSIFICATION OF SUBJECT MATTER			
IPC(7) : G06F 17/60 US CL : 705/1			
According to International Patent Classification (IPC) or to both national classification and IPC			
B. FIELDS SEARCHED			
Minimum documentation searched (classification system followed by classification symbols) U.S. CL : 705/1, 10			
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched			
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Derwent, EPO, JPIO			
C. DOCUMENTS CONSIDERED TO BE RELEVANT			
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	
A, P	US 5,999,908 A (ABELOW, DANIEL) 07 December 1999 (07.12.1999), Column 9, line 15 - Column 14, line 59.	1-5	
A, P	US 6,009,407 A (GARG, AMIT) 28 December 1999 (28.12.1999), Column 2, line 38 - Column 4, line 29.	1-5	
A	US 6,044,357 A (GARG, AMIT) 28 March 2000 (28.03.2000), Column 3, line 1 - Column 4, line 23.	1-5	
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.			
* Special categories of cited documents:			
"A"	document defining the general state of the art which is not considered to be of particular relevance	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"E"	earlier application or patent published on or after the international filing date	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"L"	document which may throw doubt on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O"	document referring to an oral disclosure, use, exhibition or other means	"&"	document member of the same patent family
"P"	document published prior to the international filing date but later than the priority date claimed		
Date of the actual completion of the international search		Date of mailing of the international search report	
18 October 2000 (18.10.2000)		27 NOV 2000 <i>Reagan H. Ward</i>	
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703)305-3230		Authorized officer James Trammel Telephone No. (703) 305-9700	